



# **Hitch Hiker's Guide To 21st Century Teamworking**

**By**

**William Kern**



KERSON PUBLISHING COMPANY

# **Hitch Hiker's Guide To 21st Century Teamworking**

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**William Kern**

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HOME-BASED BUSINESS COMPATIBILITY ASSESSMENT

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*Never  
give  
up*



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## **YOUR INTRODUCTION TO AND UNDERSTANDING OF THE CONCEPT OF NETWORK MARKETING**

***The Art of Building a Business*** . . . what is it? ***The Art of Building a Business*** book is a series of articles that bring the real world of network marketing and MLM right to the forefront so you can make informed and intelligent decisions about participation in the network marketing industry.

The idea was conceived when I first went on the Internet and found there was a need for people to get the truth about network marketing from someone who learned it through personal experience. I had come into contact with many people who were just considering network marketing or had just entered a network marketing program and wanted more information on how to successfully build a network marketing business. That is when I created The Master Networker online ezine, to which people could freely subscribe. Out of this creation came a series of articles known as ***“The Master Networker —The Art of Building a Business.”***

Many of my subscribers and personal friends encouraged me to put the articles together into a single book so as to have a complete collection in easily readable form. Rather than making chapters from each article, I chose to combine the essays into sections that will give the reader the opportunity to easily research and to share information with others who are also interested in beginning their own home-based businesses.

***The Art of Building a Business*** discusses business-building and Internet marketing as it is; not as the way many may say it is. This series of articles is based on real-life experiences in the network marketing trenches as well as insights gained from reading other industry publications and attending industry seminars.

***The Art Of Building a Business*** provides you with crucial information that comes from the heart and from a perspective of the average person trying to create a better family lifestyle. ***The Art of Building a Business*** is purposely set up for the beginning networker or for those considering network marketing or even for the networkers who have yet to be successful in networking. This means developing a firm foundation for networking. ***The Art of Building a Business*** is devoid of information that will thrust you to a \$90,000 income within 90 days or a \$15,000 monthly



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income without doing any work.

Why? Because that isn't how network marketing works. Simply put, it is the goal of *The Art of Building a Business* to help you reach your goal!

## **HOW BEST TO USE THIS BOOK**

Look first at the table of contents and find a topic that interests you. There is no specific sequence to the articles other than first introducing the concept of network marketing and then addressing a variety of issues that are all part of the total picture of network marketing. I did, however, place some Internet-specific articles together, and even if you are not yet online, there is an 80% chance you will be marketing on the Internet within five years of your reading this book. Even articles that deal with Internet marketing are also applicable to network marketing in general.

You might be most interested in the home-based business self assessment that is found in the appendix. I have found certain factors that seem to be common to those people who experience more success than others with their own home-based business. Take the assessment, then self-score and read the provided explanation to see where you fit in with regards to beginning your own home-based network marketing business.

For those of you who are just now considering network marketing or for those established networkers who wish to review why they became involved in this industry, I include explanations of the concept of network marketing.

## **THE CONCEPT OF NETWORK MARKETING-WHAT IS IT?**

Mr. Neil Offen, president of the Direct Selling Association, says that today more than 7.2 million people in the United States have home-based businesses in direct sales or network marketing. Sales in 1995 from those businesses exceeded \$17.9 billion, up more than \$1.4 billion from 1994. It is sure to be much, much higher today.

According to Mr. Offen, those people working more than thirty hours per week in their home-based businesses were earning more than \$50,000 per year, and 10% earn more than \$100,000 per year. Through network marketing, people just like you are earning from a few hundred dollars per month to thousands of dollars per month.

Yes, network marketing is one of the most promising income opportunities in America today. It's an opportunity that has been tested and proven for more than thirty years, and today it represents a multibillion dollar industry that is successfully providing income for millions of Americans from all walks of life. Almost anyone who has a true desire to be successful can do so in network marketing. Some of the biggest money earners have been relatively unsophisticated, nonbusiness people. In fact, some of the most successful distributors in the industry never even finished high school. And, most of today's successful distributors had little or no money for investment when they began.

Many people have gone on to become totally financially independent in five years or less, and some of them have actually been able to retire in as few as one to three years with incomes of more than \$100,000 per year. Even though this industry

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is more than seventy years old and already distributes billions of dollars of goods and services every year, the fact is that the vast majority of people don't even know what the terms "networking" and "multilevel marketing" mean.

Now is the time to begin a network marketing career! As an independent marketer, you have an unparalleled opportunity to build a marketing organization simply by sharing the opportunity with a few committed people, like yourself, who are willing to go out and reproduce themselves by sharing the same opportunity with another generation of equally committed people. That's all there is to it.

As this process continues through four, five, six or even as many as ten generations (in some companies), you'll be earning commissions and bonuses from the efforts of everyone in your entire organization. Soon you will have several thousand dedicated people in your organization.

This is why some people in the network marketing industry today are earning as much as \$10,000 to \$100,000 each month! Yes, I said per month and even more. In many cases, distributors have been able to earn five-figure monthly incomes within months of joining a network marketing company. I personally do not know of any other income-producing opportunity that offers that kind of potential. Do you?

Reflect on that for a moment. A doctor studies for eight years to gain knowledge of his or her profession and then serves as an intern prior to practicing on his or her own. It's the same for a lawyer, an engineer, a computer scientist, a college professor, or most any other profession you can name. Even a brick layer or carpenter must serve an apprenticeship before he or she begins earning a full wage. Yet, not one of these professions offers the possibility of retirement in one to three years, or financial security in a matter of months. Is it any wonder then why so many doctors, lawyers, teachers, homemakers, and people from all walks of life are discovering network marketing as a second career?

Network marketing is the only business I know that lets you multiply your efforts so that your income does not depend entirely on what you do, but rather, is enhanced greatly by the efforts of every member of your marketing team. Each of us has only so many hours in a day. No one can create more hours. Therefore, the only alternatives that most people recognize for increasing their incomes are:

1. Work more hours (including a second job); or . .
2. Switch jobs for more money per hour,

We in the network marketing industry have a wonderful option: the ultimate in time leveraging, through the principle of duplication. Network marketing is a proven system that utilizes the power and resources of many people by exchanging concepts and directing the talents and abilities of these different individuals toward a single worthwhile goal.

What other business do you know that is legal, ethical and...

Allows you to begin part-time from your home without risk of losing your present income.

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Allows you to begin with a very small, affordable investment.

Has unlimited income potential.

Has no territorial limitations, no age or sex limitations, and no seasonal limitations.

Requires no special skills or licenses or training.

Is operated with very low overhead and no employees.

With regard to placing product in consumer's hands, network marketing is simply another way of doing that, and with today's technology, you don't have to stock products. Most companies will take the orders, ship the products and pay you commissions for spreading the word.

I think you will agree with me that there is no business on earth like network marketing. So why not get involved in network marketing today, right now, and do it with a legal, honest "feel good" company you can depend on that will be around forever and ever.

Here are some facts and statistics about our industry that you may find interesting:

Network marketing is responsible for international revenues of approximately \$100 billion at retail for 1995 and is growing at more than 10 percent annually.

It is estimated that in 125 countries around the world, more than 150,000 people are beginning a new business every week. That's more than 21,400 new home businesses every day.

Did you know there are approximately 25 million independent network marketing representatives worldwide?

Did you know that a new home-based business is opened in the United States every ten seconds?

Faith Popcorn, futurist author of the Popcorn Report said, "Nobody wants to go to the stores anymore. And network marketing direct sales has the solution."

Business Startups magazine (April 1996) reported: "100 Best Businesses To Begin Network Marketing: Average startup cost: \$100. Average net profit before taxes is \$40,000."

Entrepreneur magazine (9/95 issue) reported, "Literally thousands of people are realizing annual incomes in network marketing in excess of \$100,000. Visions of wealth and independence lead professionals to try network marketing."

***"I would rather have 1% of the efforts of 100 people than 100% of the efforts of one person." —J. Paul Getty***

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## **WHAT IS "MLM"? MLM VS. NETWORK MARKETING INTRODUCTION**

This article introduces you to the concept of network marketing and MLM (multilevel marketing). Most people think the two are one and the same, but there really is a difference. Additionally, there are many uninformed people who throw in the word "pyramid" when they think and talk MLM and/ or networking.

By the time you finish reading this article, you will clearly be able to differentiate between network marketing, MLM, a pyramid scheme, and a money game. Additionally, you will know what to look for when choosing a company you can feel good about representing.

There is a difference between MLM (multi-level marketing) and network marketing. MLM is done through a process of network marketing (networking), but network marketing does not have to be MLM. Let me explain.

Multilevel marketing is a name used to designate:

1. How products are distributed; and
2. A payout plan that is based on more than one level.

Some would argue that a two-level payout plan is not considered multilevel; others would say that anything more than a one-level payout plan is considered multilevel. Still others would say a two-level marketing plan is considered, simply, bi-level, and any plan that pays more than two levels is considered multilevel.

You will also hear terms like "unilevel," which designates the pay plan as a one-level payout plan (with modifications) or some unique extension of that. As far as I'm concerned, it really doesn't matter what we call it unless someone is trying to avoid using the "MLM" designation.

Regardless of whether the pay plan is unilevel, bi-level or multilevel, networking is considered to be the approach or strategy for building one's "multilevel" business; thus, the term "network marketing," which encompasses all - be it unilevel, bi-level, multilevel or any of several takeoffs to what is considered traditional multilevel marketing.

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## **NETWORK MARKETING -THE PREFERRED APPROACH**

Why is network marketing considered the preferred approach to building a business? Because it's the smart way to build a business. It's what we call "working smarter rather than working harder."

J. Paul Getty, the oil magnate, once said, "I would rather have 1% of the efforts of 100 people than 100% of the efforts of one person."

He said he would rather teach one person and let that person teach one person, and so on—something we call "duplication," resulting in exponential business growth; creating exponential growth and income potential.

You see, there are two equalizers for all of us : death and time. Each of us has only 24 hours in a day, no matter who or what we are, therefore, the business-minded entrepreneur knows how to leverage time! Instead of business-building results being based on one person over a period of 24 hours, it becomes possible to have numerous people working for you during that same 24-hour period. What is exciting is that they are working for themselves as well; thus, you are getting maximum return from that leverage. Do you want to know how powerful multilevel marketing or network marketing is? Once, on the Tonight Show, Donald Trump was asked if he had it to do all over again, would he do anything any differently. His answer: "I would get involved in network marketing." That says a lot about the industry, doesn't it!

Multilevel marketing, through a networking process, gives us the hope of building a huge business empire through a process of duplication, resulting in huge incomes for the participants. That is the MLM part of "The Great American Dream... A Business For Everyone.

Some will say that MLM has gotten a bad name and maybe a bad rap. If this is true, it is not because the theory of MLM is bad; it is because some marketers have used it and abused it in such a way that some participants have a bad taste left in their mouths from an MLM experience. Because of this, the term "network marketing" is now the preferred term to use and in many instances you will see ads that actually state, "THIS IS NOT MLM," which sends a false message that MLM may not be good.

I might add that if someone does have a bad taste left in their mouth due to an MLM experience, that does not necessarily mean the MLM program or company was bad; it could mean that the participant/ sponsor did not know how to go about building an MLM business.

The best suggestion I can give you is to research companies and choose a company that has a track record ...a history of performance . . . a heritage and a picture of solidity with products that are of high quality and competitively priced. Also look for a good sponsor... interview your potential sponsor.

Beware of "Startup" companies! Statistics show that 80% of all beginning companies go "belly up" (out of business) within their first two years, and of those that survive, only 20% make it to five years. Obviously, the older the company, the better

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the odds that you will be building your future... not just your present.

In the past couple years, I have seen many creative marketing plans that stay away from designating themselves as multilevel - plans like "binary," "Australian," "linear" - and there may be others that I cannot think of at the moment.

Regardless of the name, they all use network marketing as the approach to building their business.

## **HOW DO I FEEL ABOUT 'MULTILEVEL/NETWORK MARKETING'?**

I love it! I love the concept! I love what it can do! Multilevel/network marketing gives a person hope! It can motivate a person to do things they thought they could never do! Multilevel marketing can cause many sleepless nights because of one's own excitement.

Multilevel/network marketing creates a special bonding among other networkers/ MLMers!

Multilevel/network marketing allows us the hope of "The Great American Dream" ... owning your own business!

## **WHAT IS MLM?**

MLM (multilevel marketing) is an efficient method of distributing a product and/ or service to the end consumer. It is not a business itself. It is a WAY of doing business. It is a marketing method, and each person who buys/markets the products and/ or services is a representative (distributor) of that company; not an employee. In other words, it is his/her own business. A representative (distributor) does not work FOR the company, but works WITH the company!

MLM is the most powerful and effective marketing system in the world!! It is done via word-of-mouth recommendations. A representative (distributor) will buy/ recommend a product/service to another individual; then that person buys/recommends the product/ service, and so on. This marketing method allows a representative (distributor) to recruit other representatives (distributors) and then they do the same, and so on.

This allows you to acquire an organization or representatives (distributors). They are now in your "downline." You could end up with a large downline organization of people, all buying/marketing products for the company you choose.

You will receive a commission check from the sales of those representatives (distributors) and they, in turn, will also receive a commission check from the sales of their downline organization. It is a perfect way for people to own their own home-based business, as the industry is growing very rapidly! It presents you with a tremendous opportunity that is very exciting!

## **TRADITIONAL MARKETING VS. NETWORK MARKETING**

Traditionally, 80% of the cost of getting a product or service to the end consumer is marketing and distribution. The traditional way went through many sources—manufacturer to distributor to wholesaler to sales to retail and then to the end consumer. MLM companies eliminate wholesales, the high cost of advertising,

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having employees, AND they deliver the product or service to the end consumer. This greatly reduces the expense of getting the product or service sold. Increased profits are shared with the representatives (distributors).

## **ALL THE BENEFITS OF OWNING A BUSINESS WITHOUT THE PROBLEMS**

With MLM, you can now have the benefits of a traditional business, but without the headaches. It is easy to begin and does not require a major investment. Receive a second paycheck without ever quitting your job. Some training is required, but it is much less than running a fast-food chain. There are no special skills required, and most MLM businesses are very duplicatable. You now have an income opportunity with very low risk AND you can have a very high potential return. A new representative (distributor) of an MLM company can come in, turn the key, drive right off, and be in business!

In most companies you are paid a salary for working a certain number of hours. Although your job may give you a guaranteed income if you are salaried, what it really does is put a limit on your time and on how much you can make.

Remember: your employer is making money off your work, based on what he is paying you for your time. Your employer has already figured out the "leverage of time" thing, but YOU are being taken advantage of if you are limited to what you can earn. That's not true in MLM. There are no limits except what you limit yourself.

In MLM, you have the opportunity to earn a residual income. That's what attracts a lot of people to this business. There is no limit to what you can earn. Your income doesn't depend on your working a certain amount of hours. It depends on your helping and teaching others to duplicate what you're doing. That's it; it's really just that simple!

If you're motivated and willing to put in the time, effort and persistence needed to achieve your financial goals, MLM provides the opportunity and the vehicle to achieve those goals. Your growth and your rewards in this industry are limited only by your dreams, desires and commitment. . . It's all up to you!! Your success depends upon how much support and help you provide for other people. The more you help people achieve everything they want, the better the rewards! I always say, "If you help others achieve their goals and dreams, you will automatically achieve yours."

A representative (distributor) of an MLM company, with a little consistent effort and by following a few basic principles over the course of a year or two, can earn a decent second income on a part-time basis. Perhaps you want extra spending money, a new car, pay your mortgage off quicker, or you can go all out and achieve complete financial independence. Our free enterprise system allows you to be the best you can ever be, and lets you help others be the best they would like to be. It's really truly amazing! Can you imagine the feeling you'll receive knowing you've helped so many people achieve what they've wanted? Incredible!

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## **WHAT CAN MLM OFFER YOU?**

MLM provides a fantastic opportunity for you! The beauty of MLM is that it is given to us all equally. What we do with that opportunity makes the difference! We can earn a little, or we can work hard for the first year or two and earn a very decent income. The choice is yours!! You choose whom you want to work with and what the hours or days should be. You choose Whether you work from home, an office, or while traveling You choose whether to work person-to-person, use mailers, use the phone or work with small or large groups of people. And now you can choose to build your business with the help of the Internet. This is your business, and every aspect of your business is up to you - it's your choice!

Some key ingredients in this industry are to be enthusiastic, positive and involved! Once you understand the unlimited potential of MLM, you'll soon begin to discover your dreams and desires. Perhaps you haven't allowed yourself to ever consider these dreams. No matter how small or large your dream is, if you really believe in it and are willing to put forth consistent effort, you can and will succeed! And if you have a passion for your chosen business, it will happen faster than what you might imagine! As said by Walt Disney, "All our dreams can come true IF we have the courage to pursue them."

## **THE CONCEPT OF DUPLICATION**

MLM is based on the concept of duplication. Once you join an MLM company, you personally use or distribute that company's products. You also recruit other representatives (distributors). They are then placed in your downline sales organization. They, in turn, use or distribute products, plus they recruit other distributors. In other words, they, in turn, duplicate you. You can recruit/sponsor as many people as you like.

An MLM company will pay you a commission check on the sales made by anyone you refer or recruit, and that person can be many levels deep.

The more you recruit, the greater your commission check. You are paid commissions on the sales volume of your downline organization and, depending on how hard you work, you could have a lot of people in your downline organization.

Remember, even though you are getting paid commissions based on the sale of product in your organization, you are really getting paid for TRAINING and these two points separate MLM from a pyramid scheme or money game.

You receive a commission check that is based on a compensation plan. This plan should motivate a representative to use and retail the product/service, recruit other individuals into the business, and should also make them want to train and help their downline organizations grow. Compensation plans vary, so research this aspect when looking for a business opportunity.

## **CHOOSE A LEGALLY SOUND COMPANY**

If you can find a company 'and business/compensation plan that DOESN'T REQUIRE you to purchase products to qualify for commissions, that is the best and most



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legally sound compensation plan you can have. Now, obviously, if people don't purchase or retail products, no commissions are generated; so I'm not proposing that no one purchase products. In fact, it should be the opposite. The products should be so good, so appealing, of such high quality, competitively priced, able to replace currently used products that you already purchased, so that you LOVE the idea of purchasing products from yourself!

It's like taking out stock in your own company. In fact, with the right company and by utilizing your ability to purchase from yourself at wholesale, you should be saving money while making money! That is why I caution people who are looking at companies that require a certain amount of purchases each month.

Caution on required purchases. I've seen many companies that require purchases of \$100 to \$300 monthly just to qualify for monthly commission. I need to caution you regarding this as well. That tends to encourage the purchase of unwanted product and actually leads to a phenomenon called "distributor dropout."

I have seen huge organizations with huge numbers of dropouts simply because they didn't believe enough in the products and couldn't justify purchasing a certain amount each month. They were purchasing products for the wrong reason!

Of late, there seems to be more government scrutiny of companies that are requiring monthly purchases to qualify for commission. There is an indication that this policy may be headed to the courts, so be on the guard for that.

Caution about consumer volume. Some companies pay on what is called consumer volume (CV) or sales volume (SV). This is even worse than having to purchase \$100.00 of product monthly. CV or SV is a percentage of the wholesale or retail cost. So, if the compensation plan states you are receiving, let's say 15% commission, you can bet that is on the CV or SV, which means you are NOT getting a 15% commission. I know one company that pays a nice commission percentage, but the \$100 that CV distributors have to spend to qualify really translates into \$115 in actual money. That makes the actual percentage 13%, but most people don't catch that until they have been involved for some time.

The answer to the above is to find a company that pays commissions based on the retail price of the products. Not only will you get your products at wholesale, but you are paid commissions based on the retail price of the products, and that includes purchases by your downline members. So, if you can find a company that pays commissions based on retail prices AND does not have a CV or SV policy, you are then getting REAL commissions based on product sales. There are very few companies that offer this; fortunately, I am connected to one such company.

There is another bonus available with the company I am associated with. Your group volume includes the purchase of business-builder supplies and literature for the purpose of computing commissions. Although they can't pay commissions on business-builder supplies sold, increased Volume forces you higher on the commission scale chart, thus, higher commissions on consumable products sold through-

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out your organization. This feature is extremely rare and may not be available in any other company other than my FEEL GOOD company.

Warehousing—another thing you will want to avoid. This is where the company allows you to “buy in” at certain levels, thus creating an unwanted inventory of products.

This is usually called garage or basement warehousing because that is where the products end up, and where they seem to stay. Government officials have actively come down on these companies, so I would completely avoid any company that suggests you purchase a certain amount of product just to reach another level.

## **WANT SUCCESS IN MLM? HERE IT IS!**

Bond to the products!

Bond to the company!

Bond to your upline!

The rest will fall into place ‘because you did those three things.

## **AVOID PYRAMID SCHEMES AND MONEY GAMES!!!**

Pyramid schemes are illegal, and money games are short lived! That is the long and short of it! How can you recognize a pyramid scheme when you see one? If you are paid to recruit or sponsor others into the business, it is considered a pyramid. Commissions must be based on only the sale of product; not on the act of sponsoring.

In a pyramid, you have a distinct advantage being on top; thus, the pyramid. In a pyramid, your downline cannot pass you in earnings, but in a legitimate MLM business, you have the opportunity to bypass your upline. You truly are at the top of your own business!

A money game is most recognizable by the appearance of how it comes to you. It could be a chain letter or, more commonly, a list of five or six or ten people's names and addresses tasking you to send money or stamps to those listed.

Some list a monitor as the central source. It may appear as a “birthday club” or “recipe club” or some other creative attempt to disguise the chain letter/ money game mentality and reality.

Just remember: chain letters and money games are illegal and eventually go by the wayside. Don't be shocked when you are notified by a governmental agency that you are participating in a chain letter or money game and are asked to sign a document stating that you will no longer participate.

The postal department defines a program as a lottery when it contains these components:

- (1) prize;
- (2) consideration; and
- (3) chance.

What this basically means is that if you have to pay money to earn money, with

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only a chance that you might get the money, it is deemed a “lottery” and is illegal to mail.

For a complete report on what makes MLM legal, see my article, “Choosing a Business that is Legal . . . the Legality Test. “

## **WHAT ARE THE PROFESSIONALS SAYING ABOUT NETWORK MARKETING?**

Dr. Charles King says:

Network marketing has gained strong support from the professional community. “The old employment model is breaking apart. Only the foolish, complacent, or lazy refuse to see it and seize the opportunities to protect themselves and their families.”

Dr. Charles King received his doctorate in business administration from Harvard. Dr. King is the author of *The New Professionals*.

Donald Trump said: “Marketing is a powerful tool and network marketing can increase that power.” Donald says network marketing is a great way to achieve wealth so long as you are self motivated. Network marketing is inherently social, so if you are not a social or outgoing person, I’d think twice about getting into it.

Robert Kiyosaki says:

Network marketing will increase your big business skills. Network marketing will help you overcome your self doubt, shyness, and fear of rejection. Robert says to ask yourself several questions before entering into the big business world of network marketing. “Do I have what it takes? Am I willing to go beyond my comfort zones? Am I willing to be led and willing to learn to lead?” If the answer is “Yes,” begin looking for a network marketing business that has a great training program. I would focus less on the products or the compensation plans and more on the education and personnel.

## **MULTILEVEL MARKETING (MLM)—WHAT’S WRONG WITH IT?**

Why is it that one person will say MLM IS A SCAM and yet another person will say, MLM IS THE GREATEST MARKETING TOOL that has ever come along? How come some people see MLM as an ILLEGAL PYRAMID SCHEME and others see it as a LEGITIMATE, ETHICAL AND LEGAL marketing approach?

Here are five reasons why there is such a broad range of feelings regarding MLM:

1. Lack of knowledge about what MLM really is;
2. A previous bad experience(s) with an MLM company;
3. Illegal approaches within the industry, giving MLM a bad name;
4. False expectations created by hype from owners and distributors within the industry;
5. Confusion about which comes first: the product or earning commissions?

The purpose of this article is to provide YOU with accurate knowledge as to what MLM really is.

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It makes sense to provide you with some facts so you can develop your own opinion about MLM, be it good or bad.

Within, you will learn:

Is MLM a scam? Is it legal? Is it moral? Etc.

The difference between conventional marketing and multilevel marketing!

What is multilevel marketing - really!

Why would a company choose the MLM route to product distribution?

“But isn't it wrong to keep bringing in new participants rather than concentrating on selling a product like “regular” businesses?”

What's the difference between MLM and network marketing? .

How can you succeed in MLM?

How can I identify a good MLM?”

What are the popular compensation plans? (Breakaway, matrix, etc.)

The difference between conventional marketing and multilevel marketing

Conventional marketing is distribution through several channels. The customer receives a lesser value product at typically higher relative price. You have the product coming from the manufacturer to a national warehouse which goes to a regional warehouse, then a local warehouse and to the retailer and finally to the customer. Appropriate commissions for sales are distributed through all the above channels.

Multilevel marketing cuts out the national, regional and local warehouses as well as the retailer, and the product moves from the manufacturer to the wholesale representative usually through an MLM company and finally to the customer. Usually, the wholesale representative is also his own customer as well. Wholesale representatives deal directly with the manufacturer as well as customer, cutting out the “middle men.” Representatives receive commissions as value is passed directly to the customer.

Q. What is multilevel marketing?

A. Multilevel marketing, also known as MLM or network marketing, is an alternate channel for a manufacturer to deliver its products to market. (Other channels include retail storefronts, catalog shopping, and door-to-door sales.) Depending on the particular company, the MLM channel may provide both word-of-mouth advertising and distribution.

Q. Why would a company choose the MLM route to product distribution?

A. There are several good reasons:

Low overhead. There are virtually no up-front advertising costs. Unlike a typical retail company, the MLM company doesn't have to spend massive amounts of money to “pull” customers in. Instead, it pays distributors to “push” the product out into the marketplace. In addition, the company only has to pay the distributors for results - that is, a percentage of products actually sold.

Ordinarily, an MLM company will use the money that would have gone into

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advertising to pay its distributors. (Using Procter & Gamble as an example: I have an unconfirmed report that says P&G's sales in 1992 were \$25 billion. Their advertising budget was \$10 billion. So they spend 40% of their sales on ads. MLM companies typically pay 40% to 80% of their sales volume to their distributors.)

Low distribution. Typical retail companies generally use a series of national, regional, state and local warehousers to distribute their product to the retail stores. Each of these intermediaries wants to make a living, and marks up the cost of the product.

Using P&G again: My unconfirmed report says that a tube of Crest that sells for \$2 to \$3 in a store costs P&G roughly 13 cents to manufacture. If it sold for \$2.00, then 40% (80¢) would go to advertising, leaving \$1.07 for distribution costs and P&G's profit (\$2 - 80¢ - 13¢ = \$1.07).

Rapid growth. A well-managed MLM company can grow at an amazing rate - as much as 20%, 50%, even 100% per MONTH! (In fact, one of the biggest reasons for MLM company failure is inability to keep up with explosive growth.) It would be difficult or impossible to generate this kind of growth in an overcrowded retail market.



*Profits = Patience Plus Persistence Plus Prayer*

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## **SPECIALIZED AND MOTIVATED "SALES FORCE."**

There are hundreds of thousands of products cramming the shelves of retail stores. It's almost impossible for a new product to make a dent in the market unless the company spends megabucks on advertising. Also, many MLM products need more explanation than can be done in a 30-second TV spot. A person-to-person word-of-mouth campaign can solve both of these problems.

That's the company's perspective. For the individual, MLM can offer an opportunity to build a part-time income source that can, with enough effort, grow into a significant income. With hard work (and a little luck) you can earn incredible incomes.

How? MLM is all about a lot of people doing a little bit. In an MLM, you are rewarded for the sales you create, not only directly, but indirectly as well. You get profit for any retail sales you make, plus you get a bonus on the sales made by people you enrolled into the company, and people they enrolled, and people THEY enrolled, and by getting a small percentage of many people, your income can grow to a very large number.

For example, let's say your company sells widgets, and the average person in the company buys \$100 in Widgets each month. (This might be for resale or for personal use, depending on the company.) Now let's say you get 5% override bonuses, and your plan pays seven levels deep. Watch what happens if you find five hard workers, who each find five hard workers, who each find five.

Level	#People	\$Volume	\$Bonuses:
1	5	\$ 500	\$ 25
2	25	\$2,500	\$235
3	125	\$12,500	\$625
4	625	\$62,500	\$3,125
5	3,125	\$312,500	\$15,625
6	15,625	\$1,562,500	\$73,125
7	78,125	\$7,312,500	\$390,625

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So, if each person found five people, and each bought \$100 each month, you would earn almost \$500,000 per MONTH! Great stuff, hey? Let's all go out and get rich! WHAT NONSENSE!

But wait. It's not that simple. It takes a lot of time and work to build up a group (called a "downline") in any MLM. What's more, even if you're a real hard-working go-getter, YOU can't do all of it. You cannot enroll the 90,000+ people in this group by yourself. Each person has to find five of his own - and the truth is, most people are not that ambitious. It's hard to find those who will work.

So it's almost unheard of for someone to actually build an idealized group like this. Some "legs" in the downline will build faster than others, and some will grow slower. If you don't work hard yourself, you might never begin ANY legs that go anywhere.

But that's the concept: A whole lot of people doing a little bit each, and you getting a small reward on each one. If you have the initiative and work ethic to build that group, you can make a very nice income in MLM - maybe even get rich.

But MLM is not a get-rich-quick deal! It does take a lot of work, and most people won't put in the work it takes. The large majority of people will never get rich; quite a few hardly make a dime. But the beauty of it is, as long as you pick a good company with a good product or service, the size of your success is up to YOU.

## **QUESTIONS AND ANSWERS:**

**Q.** Is MLM a scam? Is it legal? Is it moral, ethical, etc.?

**A.** The short answer is: Maybe. This is the cause of 99% of the flamefests, arguments, and general disagreements about MLM. Many people contend that MLM is immoral or unethical. Many attorneys general (who ought to know what they are talking about) say a properly run MLM is perfectly legitimate and ethical. Who is right?

The truth is that MLM is not inherently good or evil any more than capitalism is good or evil. Both can be done ethically, and both can be done unethically. It depends on how a particular company is designed and managed.

Since the MLM industry is relatively very young (about 50+ years old), the law is still in flux. There are admittedly many MLM companies that are nothing more than scams, get-rich deals for the owners and their cronies, glorified chain letters, etc. Some of them even manage to skirt around the legal issues and avoid prosecution.

There are other companies that have legitimate products and may have been in business for many years, but which are run in such a way that many people get burned—old people investing their retirement funds to buy a garage full of products, and so on.

Most people would agree that these companies, or at least the distributors who do the questionable practices, are not very ethical.

On the other hand, there are many companies that are run legitimately, le-

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gally, and ethically. They produce good products that are valued by the customers, and give many people the opportunity to improve their financial situation.

The anti-MLM people will often assert that MLM companies and people sell unrealistic fantasies of income potential, recruiting “cannon fodder” to fatten their upline’s bonus checks. This view is understandable, but misses one critical point: In general, the new person has the SAME OPPORTUNITY to build a group as the upline guy. The upline has worked hard, maybe for years, to build the downline that is now rewarding him so richly.

The new person has invested maybe a couple hundred bucks and a few hours. It’s only fair that everyone begins out in the same place - at the bottom - and that everyone has the same chance to build a downline of their own. The major exception to this is in the theoretical case of “saturation” In this situation, the company has grown so much that a large percentage of people who would be interested in enrolling have already enrolled. (NOTE that this does not mean every person is enrolled.)

The new person has a much harder time finding new recruits than the upline person did years ago. The new person has several choices: Go with the established company and live with the saturation; go with another company that has no saturation problems; or give up.

The anti-MLM argument often runs calculations of exponential growth, and demonstrates that the entire population of the planet will be enrolled within a short period. This is an intellectual exercise rather like the example of “one pregnant mosquito could carpet the earth in mosquitoes by the end of the summer.”

In other words, in actual reality, it doesn’t happen that way. The growth rate is normally much slower than people realize, especially once a company gets larger, and slows down as the company approaches saturation.

It may get harder to enroll new people in a large and near-saturated company, but no company in the history of MLM has ever grown fast enough to exhaust its potential market. More people turn 18 every year in the United States than are enrolled in all MLM companies combined. So far, the growth of MLMs has not kept up with the growth of the population.

So, bottom line: In the opinion of many people, MLM can be done legally, morally, and ethically.

It can also be done unethically and illegally. Choose your company carefully.

Q. But isn’t it wrong to keep bringing in new participants, rather than concentrating on selling a product like “regular” businesses?

A. Many anti-MLM folks think that the only purpose of any MLM is to enroll new people, instead of selling a product. What they don’t understand is that enrolling new people is how you sell the product in MLM.

If you focus only on selling, it isn’t MLM - it’s plain old sales. Nothing wrong with that; it’s just not MLM.

MLM works with a different process than typical sales. Rather than finding a



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few people who sell a ton, you find a bunch of people who sell a little. And since each sells a little, self-consumption can account for a significant portion of those sales. Enrolling new people and building downlines is how you find the people who each do the small amount of sales. (NOTE: Each do a small amount of sales - not just the "suckers on the bottom.")

In any legitimately run MLM, all people, from top to bottom, contribute to the sales effort.) Products still get moved. That's how bonuses get paid in a legitimate MLM. It's just done in a different manner than in traditional sales or retail.

MLM works differently than traditional methods, but just because it is different does not make it bad. It is just different; just like franchising was different from traditional retailing and was considered to be a scam for many years. But when properly implemented, franchising is not a scam; it's a very effective way to do business.

Similarly, when properly implemented, MLM is different from traditional retailing AND franchising, but can be a very effective way to do business.

**Q. What's the different between MLM and network marketing?**

**A.** Most people would say the terms are synonymous. MLM is an older term, and has taken on negative connotations in some people's minds. The term, network marketing, is preferred by some who are trying to avoid this stigma.

Some companies, such as Amway, consider network marketing to be a specific form of MLM; namely, combining a network of outside suppliers (AT&T, Coca Cola, Reebok, etc.) with a network of marketing folks (the distributors).

**Q. How can one succeed in MLM?**

**A.** Short answer: Work diligently, work consistently, and do not give up.

Long answer: All companies are different, and what works in one company might not work in another. You should learn from your upline. Ask them what works and what you should do to succeed. Draw on them for help. They have found out from experience what works and what doesn't, and they are interested in your success. The fundamental ideas, though, are the same in any company.

Do what a distributor/associate/whatever is supposed to do in your company: retail products, sell services, consume products, and find others to do the same. Teach them to do what you do.

Duplication is the key to success in MLM. You are not supposed to go out and enroll the world or sell some thing to everyone on the planet. You're supposed to find a few people who want to build a business and help them do it. More important, teach them to do what a distributor does, and go out and 'find a few people to work with and teach those new people. Until you have taught your people to teach their people to teach, you have not really duplicated yourself.

Keep plugging away. Unless you are incredibly good at this, it will take time to build a group.

It takes time to find good people and tell them what they need to know. Sometimes your best people will give up and drop out. Sometimes it can be very discour-

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aging. Sometimes you may be tempted to give up.

And if your company is not working very well, maybe you should give up. But if the company is working well, and others are succeeding, you need to take a look at what you are doing that isn't working. It may be that you would not do any better in another company, even if the grass looks greener, because you are doing the wrong things.

It is a sad fact that a very small percentage of people who enroll in any particular MLM will succeed big. This is not, however, a fatal flaw of MLM; it is a reflection of real life. Ninety percent of small businesses fail within one to five years, and the owners lose a whole lot more than the few hundred dollars an MLM person typically invests.

Ninety-eight percent of corporate employees will never achieve executive levels. Ninety-five percent of 65-year-old retirees in the United States (according to insurance and Social Security statistics) are dead or broke. The sad fact is, very few people succeed big in any endeavor. Most people simply will not do what it takes to succeed. MLM is no different in this regard.

However, many people get into an MLM program with the idea that it is some kind of easy road to riches. It is not. It takes work. It takes time and dedication. But most people do not see that, either because their sponsor misled them with rosy predictions of instant wealth, or because they chose to hear the easy story. People like this enroll and don't do anything, or give it a try but give up after a few months. This is where the vast majority of MLM failures come from.

The biggest problem with MLM is that it is too easy to get into it - usually no more than a few hundred dollars - so it is too easy to get out. With only a few hundred bucks committed, it is easy for someone to say, "Ah heck, I talked to four people and none of them were interested. This doesn't work! I guess I wasted \$200."

You should approach your business as if it were a "real" business, one that you had invested your life savings into. If you had sunk \$200,000 into your MLM business, would you let four "no" answers stop you? Heck, no!!! You would get back out there and keep working until you made it work, because you had too much money in it to give up! Well, guess what? That's what makes MLM Work, too - that dedication to keep working until you make it work.

If you work consistently and effectively, and build your group faster than the faint-hearted people drop out, your group will slowly but steadily build. And if you have taught your people the correct ideas of working consistently and effectively, and teach your people how to duplicate their efforts, you should see a consistent rate of growth. It will probably take longer than you would like (hey, that's the way life works!), but as long as you keep working at it, your income will eventually build to the level you want.

The problem is that most people don't do this. Most people who get into MLM give it a half-hearted try, then give up the first time they get a "no" and complain that

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it doesn't work. Only the people who determine to put in the effort and actually DO what it takes to succeed will stick it out and end up on top.

Q. How can I identify a good MLM?

A Things you should look for include:

Good products. Are they something that lots of people will buy? Do they fill a real need? Are they competitively priced, and can you make a profit selling them?

A strong and stable company. You do not want them to go belly-up after you have worked to build a downline. What is their financial situation? What prior experience, both in general business and in MLM, does the company management have?

## **GOOD COMPANY SUPPORT - THIS IS VERY IMPORTANT!**

Strong upline support. Ask your prospective sponsor what kind of help he or she can provide. Ask about their success. If they are too new in the business, ask about the success of their upline. If they are not succeeding, they cannot teach you how to succeed, and you do not want to have to invent a system from scratch.

B. Things you should avoid at all costs include:

Inventory loading. If your sponsor tries to pressure you into buying thousands of dollars of inventory or ANY inventory, in my opinion, you should check to make sure your wallet is still in your pocket and run for the door.

## **HIGH PRESSURE IN GENERAL**

Get-rich-quick claims, promises of wealth without effort, etc.

Those are some broad guidelines. The biggest factor, though, is YOU. You are the one who is going to Work or not Work. You are the one who needs to stay motivated and keep plugging along when things get tough. If you are not excited about the company, the product, and/or the opportunity, you probably will not stick it out long enough to succeed.

But if you are pumped up about the company (and not just the initial "I'm gonna' get rich:" excitement), you are much more likely to keep at it until you succeed.

Q. What are the popular compensation plans? (Breakaway, matrix, one-up, etc.)

A. Product retailing is a major source of income in most plans, especially for someone who has not built a large downline. But downline bonuses are where the big long-term money comes from. There are several basic designs that are used in most MLM bonus plans.

Conventional multilevel marketing firms have come up with pay plans that the affiliate cannot easily understand. The matrix scheme rewards the big hitters and penalizes the average person. The best is the "unilevel." One can have an unlimited number of affiliates on their first line (those one directly sponsors). The payouts can be from 3 to 25 levels.

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## WHAT IS A PYRAMID?

When it comes to network marketing and specifically multilevel marketing (referred to as MLM), we often hear the term “pyramid” That doesn’t mean all MLM companies have a “pyramid” type compensation plan, but some people seem to equate pyramids and MLM as one and the same.

Although that is not true, it is good due diligence to know what defines a pyramid and then to check the company’s compensation plan and see if it is really a pyramid compensation plan in terms of what is considered a legal pyramid vs. an illegal pyramid.

The best information I can give you is to let you see how the legal community defines a pyramid.

The law firm, Wellman & Warren, LLP, does a good job with the topic. See what they have written as copied below.

<http://.www.law.com/network-marketing.html>

One of the biggest problems concerning us is what constitutes a pyramid. Each year many innocent people begin companies that are illegal because the pay plan they use is an illegal pyramid. For the first time in print we are going to give verbal and graphic descriptions of the most common forms of pyramids. More than 50 years of experience in MLM compensation pay plans provide the basis for this definitive publication for the first time in MLM history.

The best contributing definition concerning multilevel marketing comes from Webster’s Dictionary. These definitions lay the groundwork for understanding how an MLM works. Webster’s definition comes in three parts:

1. More than two
2. Having many
3. Many times more than

Although this gives us a good begin, one of our major focus problems is that there is no concrete definition of a good MLM that separates it from an illegal pyramid. In general, we can say that customers who do not participate in the pay plan are the largest distinguishing factor of a good MLM.

There are some exceptions that confuse rather than clear up our striving for a definition. In general, we can say that if 50% of the people who purchase a product or service from an MLM are customers, that would indicate a reasonably safe ratio in most cases.

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Much of the fact is that good MLMs and pyramids are constructed in the same manner. Organizations of both the good and bad are organized just like your local police force, General Motors, or the US. government. The new folks are at the bottom and leaders occupy the top of the pyramid.

If we do a time-related longitudinal study of both a good MLM and an MLM pyramid, one thing will become evident. The MLM ends up looking like a diamond and, well, the pyramid ends up looking like a pyramid!

The reason for this is that the good MLM diamond contains customers who choose not to participate in the pay plan. The number of participants who will join an MLM company is eventually limited over a period of time. Many factors go into this "limiting" Some products or services may become "dated" and not widely interesting. The company's pay plans may not evolve and change to keep up with newer, more competitive plans. Some people will not want to join an older company since they will be a small frog in a big pond.

## **PYRAMID THINGS OF LITTLE OR NO VALUE**

Some examples of past pyramids would leave a sane person rolling on the floor laughing. Past examples of pyramid offerings are: One offered a disposable camera and a plastic umbrella for \$295 or discount books for \$300. Becoming more common on the Internet is to offer a bundle of software. The trouble is that the software is free on many "freeware" Internet sites. Once again, since there are no products of value, there are no customers. The only people who buy the products are those joining to make money. There are no customers because there is nothing worth buying. In this scene, a perfectly good compensation plan becomes an illegal pyramid because the products or services are worthless. The payouts are high, and this attracts people.

## **THINGS LACKING VALUE = TRAINING = PYRAMID**

If training doesn't have an established market value, it is a big red flag. Tony Robbins gets \$5000 for teaching some of his courses. This is an established non-MLM price. Only customers buy and use the product. At this point in time, if Tony Robbins wanted to turn his course into an MLM, he probably wouldn't have any legal problems.

**EXAMPLE:** Company X offers a training course at \$1500 in a two-day meeting. The regulator's first question: Is the training sold elsewhere and at what price? The second question: Do customers buy in it who don't participate in the compensation plan?

Regulator = Fed Trade Commission, FDA, FBI, state attorneys general, district attorneys. A double red flag is training concerning offshore banking.

Pure Pyramids - No Products = Airplane Games & Gifting Clubs

Pre pure money begins with one person. Imagine a room with each person coming into the room paying \$1000 to sit in a chair. This is where the term "head hunting" comes from in an illegal pyramid scheme. The organizers of the pyramid

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scheme had to go out and find “heads” to fill the chairs.

## **INVENTORY “FRONT END LOADING” = PYRAMID**

This type of pyramiding is attacked by federal and state laws. It is determined generally by the amount of money that is required to join an MLM program. Specific laws exist in both pyramid statutes and business-opportunity laws. Inventory loading occurs when a company requires distributors to buy a large amount of product to be able to collect downline commissions. These “requirements” are promoted in a number of ways that may seem fairly logical while a novice is in a state of “excitement.” Here are some of the ways it is done:

1. A large initial purchase to gain a discount from retail pricing. The more product that is bought, the cheaper the price gets down to wholesale. In general, 23 states have some sort of law that limits initial purchases to \$600 or less.

2. The logic behind this follows common logic to most of us because it is common knowledge that the larger quantity you buy the cheaper products become! However, these folks don't know that many good MLM companies sell competing products wholesale in a quantity of one.

3. The “lure” that usually “sells” the new recruit is a title. They come in a variety of names, but they all give the privilege of “jumping rank” and progressing rapidly without work. Some of the names seen would be a joke if it weren't for the money lost.

## **HERE ARE SOME EXAMPLES:**

In the 1950s and early 1960s, this type of program made some sense. Shipping costs were high (UPS did not exist), so you had to move large quantities to be cost effective. Distributors were taught that a garage was a warehouse. The problem is that this very effective means of distribution was used to sell large amounts of products to unqualified persons. There were no return policies, so a person who bought a massive amount could not get any money back.

## **WHAT IS A PYRAMID?**

Most people and even experienced MLMers don't know what a pyramid looks and feels like. Worse yet, some innocent people begin MLM companies that use an illegal pyramid pay plan.

On the other hand, there are criminals who use pyramid pay plans to line their pockets. The pyramid collapses and the crooks are gone.

In between are undercapitalized companies that begin up using a pyramid plan with the strategic intent to change it later. Why this strategy? Because “with luck,” they may get growth in a competitive market. They are gambling they will not get hit/ shut down by regulators until they get bigger.

## **BINARY**

Once again: To be legal, commissions get paid on an activity which has already occurred. That activity should include “customers” who do not participate in

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the pay plan. A “normal” binary plan will use three “business” centers. This allows for discounting and extra sales commission on profit.

Binary pyramids offer to leverage the income if the distributor buys more websites. This obvious increase is almost pyramidal in structure. Since the amount jumped from \$300 to \$700, this plan also violates business opportunity law.

## **SINGLE LINE DOWNLINE PYRAMID**

It seems ridiculous, but a single line pay plan is a pyramid scheme; the same as an airplane game. The “disguise” is that the chairs are in a straight line.

**How to Tell the Difference Between a Legitimate Multilevel Marketing/Network Marketing Company and an illegal Pyramid Scheme**

Let me begin this discussion with an evaluation of the two entities with comparisons and contrasts as approached from the standpoint of a consumer and then follow it up with a discussion of how a company can prevent itself from falling into the pyramid scheme trap.

As a consumer, telling the difference between these two entities can at times be extremely difficult. Often, an illegal pyramid scheme will be like a wolf in sheep's clothing and sucker many a good shepherd unwittingly into its trap. On the other hand, it is estimated that more than ten million Americans make an income from a legitimate business opportunity. In 1988, the United States Department of Commerce estimated that independent salesmen and saleswomen contributed more than \$9 billion to the economy of this country, and the numbers have steadily risen since then. By the same token, consumers lost untold millions of dollars at the same time in illegal schemes. The moral of this story is be careful, but do not be afraid. Learn to tell the difference between a scam and a good business opportunity; avoid the former and embrace the latter.

Let me begin by explaining how a typical illegal pyramid scheme operates. To get into the program you may have to pay anywhere from a few hundred to a few thousand dollars. For your investment, you buy a position on the bottom level of the pyramid. Usually, half of the money that you invest goes to the person directly above you in the pyramid and the other half goes to the person at the very top of the pyramid. When the person at the top of the pyramid makes a profit of typically 16 times the initial investment, he or she is removed from the matrix and the next two people move up (the first level will have one person, the second level two people, the third level four people, the fourth level eight people, and so on and so on). At this point, for them to get their money and move off the matrix, 32 people would need to come into the program. The structure of the company does not dictate whether it is an illegal pyramid scheme or not.

Do not be discouraged by people who tell you that the legitimate multilevel marketing program in which you are involved is a pyramid because of the way it is set up. The United States Social Security program is a pyramid in structure, but is clearly not illegal, although younger Americans may wish it were.

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In this type of program, I am reluctant to use the term “investment” because an investment usually contains an element of calculated risk on the investments potential. In an illegal pyramid scheme, there is no calculation required, merely a very real risk that you will lose your money. As the levels under you increase, the number of people under you increases exponentially. For example, after you join, a level of four would move in, this time needing 64 people to move the next level up. By the time it got to you at the level of 16 people, 512 people would have to be under you, of which 256 would be at the bottom and would have made nothing. If you are right at the top, you can see how these schemes are money makers— that is, until the operators get caught and are prosecuted. That’s right— prosecuted! Illegal pyramid schemes are crimes in all 50 states.

The reason this type of program is illegal should be obvious to all; by the very nature of its plan it must fail; it provides no marketable product or service and no function other than to bring in other people at the bottom. Without new people throwing their money in, an illegal pyramid would fail. As the supply of people dwindles, the people at the lower levels of the pyramid who have invested their money are left holding the bag. An empty bag at that!

In 1991, the Direct Selling Education Foundation in Washington, D.C., in cooperation with the National District Attorneys Association Economic Crime Project, put together a very handy little pamphlet entitled Pyramid Schemes: Not What They Seem. This pamphlet provides the best definition that I have seen for distinguishing legitimate business opportunities in multilevel marketing and illegal pyramid schemes.

The pamphlet defines and describes multilevel marketing as “a popular way of retailing in which consumer products are sold; not in stores by sales clerks, but by independent businessmen and women (distributors), usually in customers’ homes. As a distributor you can set your own hours and earn money by selling consumer products supplied by an established company.

“In a multilevel structure, you can also build and manage your own sales force by recruiting, motivating, supplying and training others to sell those products. Your compensation then includes a percentage of the sales of your entire sales group as well as earning on your own sales to retail customers.”

To distinguish: An illegal pyramid scheme that is disguised as a multilevel company may possess similar characteristics; however, there never is much effort put into the actual marketing of the products. All or most of the money is made in the recruitment of new distributors, and new distributors are encouraged to purchase large quantities of inventory.

Typically, the product purchased has little or no value, or is extremely overpriced. Often, the product itself is a fraud, such as numerous miracle cures, lotions and ointments; products that without the pyramid aspects of the company would truly serve no legitimate market, and these products generally find themselves in a garage somewhere with no actual use other than frontloading individuals for finan-



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cial gain at the top of the pyramid.

Pyramid scheme promoters are good! They know how to get you excited and make you think that if you do not act today the deal will be gone tomorrow. They know how to convince you to put up big bucks to make your fortune quick. Be careful, be very careful.

It may not be easy to differentiate a legitimate company from an illegal scam. The Federal Trade Commission suggests seven (7) tips to consider when you are thinking of joining a multilevel marketing plan to assist you in determining if it is legit or not. These tips are really broad and in some cases may deter you from joining a legitimate company, but the position of the FTC in offering these tips to the public is that it is much better to be safe than sorry. I add an eighth tip at the end that I feel is far more important than the other seven.

## **THE FTC TIPS ARE AS FOLLOWS:**

1. Avoid any program that includes commissions for the recruitment of others. If a plan offers such a commission, it is against the law in all states.

2. Avoid programs that pressure new distributors to purchase large quantities of inventory or small amounts of very expensive inventory.

3. "Frontloading" is a term used to describe inventory loading to new participants. Traditionally, it is done as a high-pressure sales pitch in that by purchasing large quantities of inventory that you may not want, you have a better chance of advancement and higher commissions. In reality, it enables the seller or sponsor to make greater commissions on your joining and leaves you with a garage full of shampoo or thigh cream.

4. Avoid programs that boast that you do not personally need to make any retail sales to make money; merely that you will make your fortune through the work of your downline.

5. Watch out for miracle products. Look for substantiation of claims. Do not be afraid to ask questions. Remember that the person who is on stage or who is soliciting you may make tremendous claims of income potential and product performance, but just because he said it does not make it true.

6. Watch out for aid performers who will give you stories of their successes.

7. Do not sign any contracts or give any money to the promoters at any business opportunity meeting or other high pressure meeting. Ask a friend or a lawyer if you are not sure. Do not rush into it. Make a list of questions you might have and get the answers before signing on the dotted line.

I consider suggestion number six to be the most important of all of the suggested tips of the FTC. Take your time. My philosophy is that if it is a good deal today, it will be a good deal to- morrow.

And now for my eighth tip, which I consider to be of importance far above all the others and of importance in dealing with the other seven.

8. Check out the company. Ask around. Use common sense! There is no sub-

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stitute for a little bit of old fashioned look-before-you-leap common sense! Take your time and find a deal that is suited for your needs and interests. Do not jump into a deal with promises of no work and great fortune. Remember the old adage: If it looks too good to be true, it probably is!

So what do you do, as a company, to keep yourself from obtaining the label, “illegal pyramid”? Just last night, while I was up suffering from legal stress and unable to sleep, I flipped on the television to see the infomercials touting miracle products, real estate deals, and exercise products.

You’ve all probably seen them. Even knowing what I know, I have to admit I was interested in hearing more; it all sounded so good, and for the first time in my life I stayed awake until the end.

Then to my amazement, a disclaimer came on the screen telling me that the participants in this particular infomercial were paid actors and not even participants in the program. Be careful!

First, do not pay any commissions for the recruitment of individuals into the program. It is acceptable to charge a one-time at-cost distributorship fee, but it is not acceptable to pay any commission on this fee. This fee can be used for some type of packet explaining company procedures, sales aides or other training materials.

Generally, the lower this fee, the less scrutiny you will be under from regulatory officials. Second, require that your distributors make retail sales in order to earn commissions. This is a key element used by regulators in distinguishing between a legitimate MLM and an illegal pyramid. Retail sales do not include items sold to others within the program or to others as a means of inciting them to participate in the program.

It is also arguable as to whether or not sales made for personal consumption may apply as qualifying sales. The case law seems split on this issue, with the recent trend toward stating that a small amount of personal consumption sales may apply, but anything beyond what the jurisdiction considers reasonable will not apply.

The rule established in the Amway litigation and with subsequent modifications since is that a distributor must do approximately five (5) separate retail sales monthly to persons outside the distributor base in order to qualify for commissions or bonuses. Depending on the product and the cost, there have been and will continue to be exceptions to this rule in the number of retail sales required, but there is little chance of ever surviving scrutiny with no retail sales. Remember that sales to existing distributors or sales made to persons becoming distributors at the time of purchase do not qualify for retail sales.

A recruitment fee is a recruitment fee, and attempts to hide it will only end up getting you into more trouble.

Next, establish a 70% rule, meaning that no distributor may purchase additional products unless they attest that they have sold at least 70% of all products pre-

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viously purchased. This helps in several ways. It avoids refund requests from persons with garages full of products, and it shows regulators that retail sales are being made by the distributors and that the company is acting responsibly not to overload distributors with inventory.

It may be a good idea to voluntarily set up a program in which the company randomly verifies the information contained in the distributors' 70% attestations; perhaps a random sampling of 1 % of all reorder forms each month. This is a good idea because in case of any investigation, the company will be able to show the investigator that the company has indeed not only implemented programs to ensure that distributors are not "stocking up" on products merely to obtain commissions, but also that the company has implemented procedures to ensure that the information obtained from distributors is correct.

This small step will go a long way toward keeping your company out of trouble. Many cases have been settled by either judgment or consent decree by the companies that have included a requirement that the 70% rule be followed and randomly verified by the company. Take the initiative and make your company a good example by verifying information before you are forced to. It may prevent you from ever getting into a position of being forced to.

Finally, one important rule that many companies fail to follow that ends up being their Achilles heel. Do not disguise a recruitment fee as a product sale. What does this mean? It is really quite simple: Do not have an overpriced, useless item that you sell to a person and in turn they become a distributor of your products, and on the sale of that item commissions are paid to the upline distributor. This is nothing more than a scam to disguise a sham; you know it, I know it, and you had better believe that the attorneys general know it. A recruitment fee is a recruitment fee, and attempts to hide it will only end up getting you into more trouble. If your company ideal cannot survive on the strength of the products, and needs the extra boost from recruitment income, perhaps now would be a good time to rethink your entire plan.

In line with that theory is the idea that you should not have a required product purchase for personal consumption or otherwise for distributors. The State of California filed suit against a company for the operation of an illegal pyramid scheme. One of the allegations that seemed to cause great concern to both the government and the judge in the case was that distributors were required to make a purchase of products directly from the company at least once every thirteen weeks in order to qualify to receive commissions. Interestingly, this company had a binary marketing plan that sold multiple "business centers."

This represents a practice that appears to be the hot topic among regulators, and I expect to see numerous additional lawsuits filed against binary marketing plans that sell multiple "business centers."

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## **NETWORK MARKETING: YOUR VEHICLE FOR SUCCESS THE BEST OF OPPORTUNITIES**

You've been climbing the ladder of success all your life. Welcome to the top. You can forget about the rest because you now have got "the best." Network marketing is the cream of the crop of business and investment opportunities.

Begin today by making an investment in your future. Network marketing is the wave of the future that is here today. It's the tried and proven way to achieve success, financial security and total independence.

Those are extremely high-powered words that deserve serious consideration. After all, what in life is worth more than planning for your retirement - those golden years when everything is supposed to be, could be and, should be a bed of roses!

Take the time now to make plans and take the necessary steps to preserve and guarantee the fragrance of those roses. How sweet it is? Lay the groundwork now; cultivate your thoughts and ideas and turn them into a planned program for the "Garden of Eden" of your retirement years.

## **THE INGREDIENTS OF SUCCESS**

It takes time to plan, plant, cultivate, fertilize, water and, perhaps, to even replant your garden and then to begin all over again. It all takes time. Rome wasn't built in a day, and a garden won't produce fruit and vegetables in just a week or two.

Likewise, a business cannot be conceived, planned, promoted, developed, and "grow" in just a matter of a month or two. It all takes time and sometimes a lot of time; but what better time is there to begin than right now. While you are thinking about it.

It also takes work to gain and maintain success, financial security and total independence, to become free from want and worry. The question is: Are you willing to work for it? Nothing will ever happen without work and without making it happen. There is no way in the world that someone is just going to hand it all to you on a silver platter, which means you will never, ever get anywhere without working.

Having a lottery mentality to building a network marketing business will get you just what you get when you play the lottery. YOU have to be the one to make anything happen! Your passion to make it your goal is what will carry you to success.

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## **WORK IS NOT A DIRTY WORD!**

Is “work” a dirty word, a word that you do not like to hear? If it is a word you would rather not hear, then forget it. Forget all about everything. Forget about all your dreams and desires; otherwise, what you must do right now is face reality. Face up to the fact that you will always have to keep right on punching that little old time clock, day after day, right up until the day that you retire. Even after you retire, you might find that you still have a need to keep working and punching a time clock somewhere.

On the other hand, if work is not really a dirty word — if you are not afraid of it — then what is it? Well, we call it a sexy word! To me, a sexy word is a word that faces the facts of life, head on. The word, “work” certainly does just that. Therefore, it can be said that the word “work” is, indeed, a sexy word because it does get right to the core of things and says it all. You might not like to hear me admit it, but it is a very real fact of life. You cannot live without it.

You might try and you might dream about life without working, but that’s all that is — just a dream. It is neither realistic nor can it ever be a reality, unless, of course, you do win the lottery or inherit a large sum of money.

Actually, there are two types of work: drudgery-type work and fun-type work. For me, network marketing is “fun” work, and that kind of work energizes me. I get up almost every morning looking forward to another day of work because it is “fun” work!

## **THE PRICE OF SUCCESS**

Now that we have established the fact that the word, “work” is not a dirty word, but rather a sexy word, whatever you do, do not let your thinking lead you to believe that the word, “sexy” is a dirty word.

If you do, then you are beat, done, whipped, finished, and it’s all over but the shouting. The word, “sexy” is an exciting word that may even help you to go to work. What you need to do, what you must do is to begin thinking positively. Get your thinking cap on straight. Make a list. Put your ideas, dreams and goals down on paper where you can go over them again and again. You must ask yourself, “What am I willing to do to reach those goals?” This is where YOU must face, head on, the facts of life. Are you willing to work and even sacrifice to become successful? You are going to have to begin out by spending a lot of time learning about a business; one that you probably have never heard of before: A network marketing business.

Once you have identified the new business in question, that is when the work begins— or should I say, when the fun begins. If you are lucky enough to get yourself into the right frame of mind, you might even be able to transform work into fun. Once you begin making money, it gets to be real fun. Here again, we must face reality. It’s a long row to hoe, from planning the garden until you are able to enjoy its produce. You must teach yourself and then teach others about your business.

You must learn how to put your creative abilities to work. You must each your-

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self to be happy, even when you are unhappy. If you fail to do this, you will absolutely face defeat.

## THE WAY TO SUCCESS

Even then, when and if you do face defeat, you must do as Abraham Lincoln did: Overcome and keep coming back, forge ahead and keep right on going. Experience is the best teacher, and there is no substitute for it. Let your goals be your guide. The reality of it all is that you have dreams and goals that you would like to achieve and accomplish. There are things that you would like to do and places you would like to go. Through working, you are going to have to pay a price for those dreams.

Network marketing is a people-helping-people business, but it is not for everyone. Take this simple test: Do you like working with people? If you do, then it may be for you. Do you like to be creative? If you do, then it may be for you. If you like people, enjoy making friends, and believe that making friends would be a nice way of making a living, then network marketing IS for you.

At this point, I must remind you that there is no such thing as a quick fix, a free lunch, or something for nothing. Rick T. Pitino, a coach of successful people, said, "Success is a choice." If you are willing to learn, if you are willing to teach others what you have learned, then you will at least have gone into business with your eyes wide open, and you should not be expecting things to happen that won't.

You will know ahead of time that the only way things are going to happen is if they are made to happen and if you are the one who makes them happen.

Remember: You are at the top of your own business. You must learn to depend on NO ONE because, in reality, it's all up to you.

## THE MEANING OF SUCCESS

Someone said, and I agree: "Real success in life has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others that counts."

Success is not so much measured by your deeds alone, but rather, by the deeds or accomplishments of others whom you have helped. The greatest feeling in the world is one that you get from having made someone else happy. Nothing surpasses the feeling of achievement as much as having contributed to the success of others.

Success or failure is caused more by mental attitudes than by mental capacities, therefore, success really IS a choice! Network marketing can be your vehicle to your dreams!

*Never  
give  
up*

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## **WHY DO SOME PEOPLE SUCCEED AT A HOME BUSINESS WHERE OTHERS DON'T?**

### **HOW ABOUT YOU? SUCCESSFUL AT MAKING MONEY OR UNSUCCESSFUL?**

I've been involved in Internet home-based businesses now for more than 15 years, and I see over and over: Some people succeed at making money and others don't.

I've talked to people and hear the same thing over and over:

"No matter what I do, nothing ever works for me."

If you are involved in an online business and if you are not making money, there IS a reason for it. In fact, there may be 13 reasons.

Here is a baker's dozen of reasons why you may not be signing up anyone in any business you are in:

#### **LACK OF PERSISTENCE**

Business-minded people who are successful tend to fall down and get back up. They do that over and over until they get it right, and even then they are always trying to improve even when something works for them. Successful people persist even when things don't initially work for them.

#### **LACK OF PATIENCE**

Business-minded people who are successful realize that Rome was not built in a day. They realize that building a business is a process and not an event. It takes time to begin a business, and it takes even longer to get a business working, based on trying different methods and strategies. I have a "P" word formula that goes like this: Profits = Patience Plus Persistence

#### **LACK OF FOCUS**

Business-minded people who are successful focus heavily on their business until they get it so it is working for them. They consume themselves in the business to get it working for them.

Doing the Wrong Thing Over and Over and Expecting Different Results

Successful business-minded people understand that if their approach or business-building strategy isn't working, they know to try a different strategy or approach. What may work for one person may not work for another. Successful people try enough different strategies until they find something that works for them.

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## **LACK OF DESIRE TO LEARN**

Successful business-minded people realize that building a business requires more than just “wanting” to build a business. They know it requires learning and educating oneself about the business and the industry.

## **LACK OF BELIEF IN ONESELF**

Successful business-minded people believe in themselves to the point that they become determined to overcome any challenges along the way. “I can” rather than “I Wish.”

## **LACK OF BELIEF IN YOUR CHOSEN BUSINESS**

Successful business-minded people have and keep a belief in their chosen company even when things may be slow or appear to not be working.

## **LACK OF A POSITIVE ATTITUDE**

Business-minded people who are successful have a positive attitude of “I can” even when times get tough.

## **NOT COMMUNICATING WITH PEOPLE;**

## **THUS, SHORT-CUTTING THE BUSINESS-BUILDING PROCESS.**

Successful business-minded people know that short cutting the business-building process by not communicating with people is a sure way to fail at any business. Businesses are about people.

## **FALSE EXPECTATIONS**

Successful business-minded people are able to separate business hype from business reality. They are willing to learn what realistic expectations are and are able to realistically work their business based on expectations and potential.

## **LACK OF KNOWLEDGE**

Successful business minded-people realize that knowledge is power. They will read and research and get informed about the industry and anything else that will help them better understand their business.

## **LOSS OF MOTIVATION AND EXCITEMENT**

Successful business-minded people realize it is normal to get down and even question what they are doing. On the other hand, successful people will surround themselves with other positive, like-minded people or listen to motivational speeches or read motivational books to keep them motivated or to remotivate themselves. Excitement builds businesses.

## **NOT HAVING ONE'S OWN HOUSE LIST OF PEOPLE TO WHICH YOU CAN GO**

Successful business-minded people know that building a business is about building relationships. Building relationships creates a home list of people one can always go to. Building an effective house list of like-minded people is an ongoing process and is what puts “meat” on your business table.



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## **SELECTING THE RIGHT BUSINESS: WELL BEGUN IS HALF DONE!**

Searching for the right business is serious business, and deserves a lot of thought and consideration. More than a third of your lifetime will be spent either working for someone else or working for yourself. Any business, even if it is a part-time business, requires a lot of time and work. The time and effort spent in the beginning, choosing the right business and the business that is best suited to your likes and dislikes, will be well worth it. It will more than pay for itself in the long run by your being able to maintain your sanity.

It is essential that you select a business with which you can be happy, and one that you will enjoy working. A business is no different from a job in that respect. One of the most miserable feelings that many people have is the thought of having to go to work at a job that they hate and despise.

You must pick a business that evolves around the things that you like doing, or at least don't mind doing, and avoid those that require you to work at things you are not good at. The moral of all this is that nothing is really work unless you'd rather be doing something else.

## **FOCUS ON YOUR STRENGTHS**

Find a business that you like and can be enthusiastic about. Nothing of consequence was ever achieved without enthusiasm. This is called playing to your strengths," and it can give you a sense of accomplishment. Concentrate on what you do best, and success is sure to follow. A study conducted of several hundred thousand professionals—athletes, doctors, pilots, teachers, executives, sales people—concluded that the highest levels of achievement come when people are matched with activities that use their strengths. While this principle may sound obvious, it is rarely applied.

Instead of spending time trying to correct your weaknesses, as many people are taught to do, experience suggests that you should focus on your special talents. For every strength you have, you also possess a multitude of non-strengths. It would be a huge waste of energy to try to fix all your weaknesses. Choose one strength to pursue. Pursuing multiple strengths will achieve only mediocrity in the long run.

What should you do? Surround yourself with others who have different talents. You see, a team is a group of people who have varied talents, all working together for a common purpose. As you build your business, you will notice people in your organization who have talents in areas other than yours. That is not competition, but is potential synergy! Share your talents with others and allow them to share theirs with you.

In 1921, Lewis M. Terman, a Stanford University psychologist, began studying 1,440 genius-level children throughout their lifetimes. When Terman retired, others continued his work. Eventually, the data showed that exceptional intelligence doesn't guarantee extraordinary accomplishment. Instead, it seemed clear that the distinguished, spectacular achievers were focused on what they wanted to do in life. The

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power of self-motivation and doing something one likes is what propels people to greatness.

Exercise your strengths daily, no matter how long it takes to reach the degree of perfection you desire. Benjamin Bloom and a team of researchers at the University of Chicago analyzed the careers of concert pianists, sculptors, research mathematicians, neurologists, Olympic swimmers and tennis champions to determine what processes led to high levels of achievement. Evaluating participants in six major piano competitions, they found that these musicians worked an average of 17.1 years from the day they began taking piano lessons to the day they won a major competition.

Daily practice is needed, not only to gain a degree of perfection, but to maintain it as well. For example, two-time U.S. Open Winner Curtis Strange hit a couple hundred golf balls every day in addition to his regular physical conditioning. Consider Tiger Woods at the age of 21 when he won his first major event, who has been captivating people all over the World. Consider how long he had been practicing and playing golf, even from a young age.

## **SUCCESS IS A MARATHON - NOT A SPRINT**

World-class sports figures, musicians and writers have learned that talent alone does not guarantee success. Ultimate excellence is a product of total commitment, hard work over the long term, and heeding the message: "If it doesn't feel good, you're not working at or practicing one of your strengths."

In other words, to be successful in business, you must make sure it is one that you like and want to do. You must also be totally committed and willing to work hard over an extended period of time.

You must be ready, willing and able to do whatever it takes to be successful. You must be ready to go that extra mile. You absolutely must like the business system you are in to be able to make yourself want to work hard enough to become successful. A successful business demands that you put forth an extraordinary amount of effort.

Ignore weaknesses that don't hinder you. One of the greatest mistakes people make is believing they must correct their weaknesses before they can capitalize on their strengths. Instead, you should work on a problem only if it is lessening your productivity or self-esteem. By thus "managing" your weaknesses, you allow your strengths to overpower them, ultimately making them irrelevant.

Look at this logically. When are you most confident? When recalling a moment of success, or a moment of failure? Individuals are always stronger when they have their success clearly in mind. To do this, you need to have a lot of patience. In fact, the key to almost everything is patience. You get the chicken by having the patience to hatch the egg, not by smashing it.

Success is a marathon, not a sprint! It's not how fast you get to where you are going, but how persistent you are to get to where you are going.

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It is possible to want something so badly that you want to get it too quickly. I know that may sound strange, but when people want something so badly that they feel they need it immediately, they are setting themselves up for disappointment and eventually failure due to getting down on themselves and losing self-motivation and confidence.

Sometimes we make decisions about building a business at a time when situations have taken place to force us to make money quickly—you know, loss of job or needing immediate cash flow or new expenses that have just cropped up. It is important that you choose a company that will allow you to work for your future as well as for your present. That means having one-year, two-year, five-year, ten-year goals. Watch out for the “\$90,000 within six months” hype! ‘Don’t let it grab you and cause you to make decisions you should never have made in the first place.

## **HELP YOURSELF BY HELPING OTHERS**

In searching for a business, look for a complementary partner; one who preferably has already been successful; perhaps a sponsor who is already successful. Look for a role model. The result can be magical, the accomplishment of a goal that would otherwise be impossible. Try to select a business that focuses on things that you do or know best; one to help you, and avoid those that could become costly. Better yet, utilize the strengths of your upline until you have a downline organization with which those strengths can be shared.

Everyone needs support of some sort. It can be as simple as eyeglasses to correct poor vision. Or, as in the case of one CEO who is an accident-prone driver, it might be the help of a college student to provide transportation to meetings.

Do you know what success is? It’s not the circumstances that are dealt to you, but HOW you deal with the circumstances in your life. A saleswoman for a computer company, who enjoyed dealing with customers, found herself flinching when it came to paperwork. “Every time I saw a form; a report on a meeting with a client, an expense account, even my checkbook; I’d get uptight,” she says. It was estimated that she would be 30 percent more productive if she managed her problem by hiring someone to write her reports and devoted herself to selling computers.

As she tackled chores she didn’t do well, she would be controlled by her weaknesses. A business partner, someone who could do the boring things she could not do or did not like to do, could work to her advantage. Doing things you don’t like to do will drain you of energy, thus, of productivity. Doing things you enjoy will energize you, thus, increase your productivity.

I don’t mean you should not TRY to work on problem areas. But at some point, you will have to decide whether your efforts are fruitful. If the answer is “no,” then stop and apply the same energy to what you are good at. The best time to do this, of course, is at the very beginning when you are in the decision-making process of finding a business.

Stephen J. Cannell, a professional writer, unfortunately has the weakness of

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dyslexia, a condition that causes him to transpose numbers and letters.

"I'm bad at spelling and sequencing," he explains, "all the things that gave me trouble in high school." Yet instead of expending energy trying to correct a life-long problem, Cannell types his scripts and then has an assistant smooth out the rough spots.

When Delores Calcagno was vice president of training for Prudential Securities, she applied this thinking to Prudential's hiring and management practices. "We focused on the individual and his or her strengths," Calcagno says. "We didn't ask guys who liked to make cold calls to service existing accounts, or women who liked trading options to sell annuities." Calcagno, now with Prudential Mutual Fund Management, is emphatic on this point. "If you don't focus on strengths," she says, "you're playing a losing game."

### **TAKE YOUR TIME AND DO IT RIGHT**

I suggest that in choosing a business, you should take into consideration the thought or fact that you may very well be selecting a career business opportunity. First, make a list of your likes and dislikes, your strengths and your weaknesses. Then make a list of at least one hundred different business ideas or opportunities. Then investigate, investigate, investigate... interview, interview, interview.

Find out which ideas most closely coincide with your own personal profile. Besides your own personal likes and dislikes, check out the backgrounds and reliability of the companies you are investigating. What experiences do they have? How long they have been in business will tell you something about their track record.

How a person masters his fate is more important than what that fate is. The same thing is true in business. If you are not always going forward and making progress, you also may not simply be standing still. You may actually be going backward, as far as your competition is concerned. You must like what you are doing and you must do it well enough to always be making progress. It's human nature to keep doing something as long as it is pleasurable and you can succeed at it (which is precisely why the world population continues to double every 40 years.) Enjoy your work; master your fate!

### **BE CAUTIOUS OF BRAND-NEW BUSINESSES**

Do you realize that 80% to 90% of new businesses fail or otherwise go out of business within their first two years of existence? Did you know that of those that survive, only 20% make it to five years, and of those that survive, only 20% make it to ten years? Are you wanting to prepare for your future as well as take care of your present? Could it be that your future is more important than your present?

I'm not going to say DON'T choose a rather new company; after all, those companies that have survived the beginning stages of business were begin-up companies at one time. Remember: It usually takes a business a considerable amount of time, like several years, to get into profit. Can both you and the company you select to do business with afford to remain in business until you can regain certain initial

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expenses? In business, you don't necessarily get paid for what you do at first. You get paid for the good will that you create and develop over a period of time.

In 1990, I chose a company to represent that I could feel good about being 99% sure they would remain in business. You see, before that time I had chosen rather new companies and had built healthy organizations in those companies only to find they would go out of business within one to three years. Not only was that getting old. . . to build up a new business every couple years . . . it was not preparing for my future. I wanted and needed a company that I could FEEL GOOD about and KNOW that I did not have to go day to day wondering if it would be around a year from now or five years from now or 20 years from now.

What a wonderful feeling knowing that my energies can be devoted to building a business that I KNOW will be around for my lifetime and for the lifetimes of my children and more! To me, choosing such a company was the first criteria. After that, it was making sure I believed in the products, the company, the compensation plan, the people associated with the company and how I could utilize my strengths in building that business. I truly represent a FEEL GOOD company, and whether it will be here next year at this time is not even an issue.

### **SELLING MEANS SUCCESS**

A person going into business needs to understand that in any and every business, something must be sold. It is the nature of all businesses that either a service must be provided or a product must be sold. Even if you are providing a service, it must be made known to the potential customers that you have a service to provide. By word of mouth or through ads—online or offline—it's still selling. Sure, we can call it "sharing," but sharing is a form of selling, if nothing else, sharing and selling yourself. Just the act of making something known to others is considered part of the art of selling; thus, part of the art of building a business.

In the case of products, something must be bought, sold and consumed. You do not have to be the one who actually does the selling. You can get others to do it for you. You can sell to yourself the products that you need and would otherwise purchase from a store. As long as the products are needed and used or consumed—as opposed to stockpiling or warehousing—it is still considered a legal form of selling. You can create a very lucrative business by selling to yourself the consumable products that you need and use daily, and then teaching others to do exactly the same thing.

You must develop and cultivate long-term friendships that will stay with you in your business. Short term acquaintances usually don't account for a whole lot. You are looking for people who have the same long-term goals and desires that you have. People who know what they want and are willing to work for it are those who count.

By developing a teamwork type of situation with other people, you can create a residual income that otherwise would be impossible for most individuals to achieve. The effort spent in finding the right business could provide a lifetime of happiness.

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## **CHOOSING A BUSINESS THAT IS LEGAL—THE LEGALITY TEST! BORN TO LOSE**

The networking industry has many choices of businesses/programs, but NOT ALL are legal. Did you know that some programs are designed to fail? That's right! Some people actually create programs knowing they are NOT legal, and knowing that, in time, they are going to be put out of business—but most likely they will cease to operate way before that happens due to what the owner(s) will proclaim as internal problems. Basically, they simply cease to exist and you never, ever, hear from the owners again; that is, until they create another business with another name.

### **WORK FOR YOUR FUTURE**

Those of us who make our living because of the network marketing industry know the importance of working for our future as well as for our present. That is why serious business entrepreneurs MUST choose a company that is totally clean, totally legal in every sense of the word. No stones must be left uncovered.

Our time must be used promoting what we feel good about, not worrying about whether or not the company is legal. That is why it is imperative you choose, as your company, one that passes the MLM legality test.

The article below was written by MLM attorney Gerald P. Nehra. After you read the article, see if the company you are considering to represent passes the MLM legality test.

### **MLM LEGALITY TEST BY GERALD P. NEHRA**

There are many characteristics, or “red flags” that distinguish an illegal pyramid from a legitimate, multilevel (MLM) business opportunity. They have been written about often in many publications and, by necessity, often contain legal terms and industry jargon.

Also, danger signs of a few years ago may have been camouflaged or fixed by the newest drafters of plans, so one needs to be on guard for new and different twists.

### **AN EASY TEST**

Is there a simple test, easy to apply to a business opportunity, that addresses the pyramid-law risk without all the pyramid-law legal terminology?

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There is. What follows addresses that need. It is the single-level test for the multilevel business opportunity.

It goes like this: Can one make some money SINGLE-LEVEL; that i.e., without sponsoring another business opportunity seeker? Note the specific use of the word “can”; not the word “would.” It is usually a given that the business opportunity prospect is urged to sponsor; and that the business opportunity presenter will say or imply that the “real money” is in building a group. But that is okay, SO LONG AS those who choose not to sponsor at all CAN STILL MAKE MONEY.

Note also the use of the word, “MAKE,” It’s “MAKE MONEY”; not “SPEND MONEY” This means paying income taxes if the gross income exceeds expenses associated with producing the income. Buying for personal use at distributor prices rather than customer prices, while a savings, does not generate INCOME upon which one is required to pay taxes. Buying for personal use, by itself, is not an income opportunity. If the proposed business opportunity consists ONLY of buying for personal use and sponsoring more representatives, with no provision for sales to customers, is flawed.

## **THE TEST APPLIED TO TWO ASPECTS OF A BUSINESS OPPORTUNITY**

The first aspect is the design. What do the company documents say about how one makes money? How does the compensation plan work? Not all the fine details of every commission, bonus or reward need to be understood, but simply: Can one make SOME money without sponsoring? Remember one does not MAKE money when one buys any product or service for personal use. The application of this test should in no way imply that there is anything wrong or illegal about personal consumption. It is just that PURCHASING FOR PERSONAL USE ALONE cannot be the sole basis for a business opportunity.

The second aspect of the application of the test is the implementation of the plan. Some plans are designed correctly, but are flawed in the implementation. Can one make money, even without sponsoring, as the plan is being taught and implemented by the prospective sponsor and the distributors closely associated with him or her? If there is no acknowledgment or support for the non-sponsoring participant in the business opportunity, something is wrong—maybe not in the design, but surely in the implementation. Reputable and legally designed and implemented multilevel business opportunities provide a money-making opportunity Single Level to those who choose not to sponsor: Of course, if one sponsors others, then ADDITIONAL money-making opportunities exist when those sponsored generate sales.

Apply this test to multilevel business opportunities. Look at the plan design and study the way the plan is being implemented by the prospective sponsor and associates. If the ONLY WAY to make money is by sponsoring, STAY AWAY; the plan is fatally flawed.

Gerald R. Nehra is an MLM specialist, private-practice attorney. He is one of only a few attorneys nationwide whose practice is devoted exclusively to direct sell-

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ing and multilevel marketing issues. His 25 years of legal experience includes nine years at Amway Corporation, where he was director of the Legal Division. He can be reached at 1710 Beach Street, Muskegon, MI 49441, 616-755-3800; 616-755-4700 FAX. Credentials and billing information are available through fax-on-demand at 803-548-3299, ext. 3088, and email auto responder at [MLMAtty@memo.net](mailto:MLMAtty@memo.net). His email address is [MLMAtty@aol.com](mailto:MLMAtty@aol.com).

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What a feeling knowing the business The Master Networker represents has been in business for more than 130 years . . . not only because it is totally legal, but because its mission is to enhance the lives of others. Not only does our chosen FEEL GOOD company pass the MLM legality test, it also passes the tests for honesty, longevity, moral character and human kindness.

**“OLD” IS WHEN DREAMS TURN TO REGRETS.”**

### **PARTICIPATING IN A HOME-BASED BUSINESS COULD SAVE YOUR LIFE!**

Wow! What a bold statement! How on Earth could participating in a home-based business save a person's life? Actually, it has to do with two major areas in a person's life:

- (1) purpose; and
- (2) control

### **HAVING A PURPOSE**

Have you known anyone who worked thirty or more years for a company and then retired, only to have died within six months to a year or two of retirement? I have, and it's happened more often than I would like to think it would. I'm not aware of any clinical studies done to prove this, but this “quick death after retirement” is certainly an issue.

My own personal feeling about it is that some people lose their purpose in life and don't have any other interests, causing a type of depression to take place that, in turn, causes certain things to happen within the body unbeknownst to the individual, which ultimately leads to a premature death.

Based on the above, it would make sense to get involved in a home-based business, maybe even a network marketing-based business. Certainly a benefit of a network marketing home-based business is to provide a purpose in one's life. Often, we think the only reason to approach people about a networking business is so they can make money. Perhaps we need to consider the sole goal of giving certain people a new purpose in life—and who knows—that might lead to a secondary benefit for them: making extra money or reaching some hitherto unreached dreams.

### **GAINING CONTROL OF ONE'S LIFE**

I read the following article in our local newspaper (Louisville Courier Journal) as it came from the Associated Press:



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LONDON — While you daydream about strangling your boss, beware: It's more likely that your employer is killing you. A study of British civil servants suggests that a feeling of little or no control at work explains why the Dagwoods and Dilberts of the world have the greater risk of heart disease - 50% higher than the people in the executive suite.

The study, published in the Lancet, A British medical journal, was directed by Professor Michael Marmot of the international Center for Health and Society at University College, London. It USED DATA FROM A STUDY OF 7,372 MEN AND WOMEN EMPLOYED IN THE BRITISH CIVIL SERVICE, TRACKED FROM 1985 TO 1995.

"The issue of control, I think is a relatively new idea, but certainly one that makes a lot of sense", said Dr. Robert Carney, professor of medical physiology at Washington University of St. Louis. Asked if bosses are a big source of job stress, Carney said, "Oh, absolutely."

A study of British bureaucrats begun in the 1960s found that those in low-status jobs had a significantly larger risk of heart disease. In general, their health was worse and they died sooner; they were more likely to smoke and less likely to exercise.

In this study, Marmot's team looked at the effect of smoking, inactivity, high blood pressure and the feeling of loss of control. When they adjusted to discount the effect of feeling out of control, the increased risk of heart disease among low-status workers dropped to just 18 percent, making that the largest single risk factor identified in the study.

The feeling of low control was reported by 8.7 percent of the men and 10.1 percent of the women at the highest grades of civil servants, while at the lowest grades the figures shot up to 77.9 percent for men and 75.5 percent of women. "Low control, but not high demand, at work is associated with increased incident of heart disease independently of measures of socioeconomic status, and low control is associated with higher plasma fibrinogen concentrations," the study concluded. Elevated levels of fibrinogen, a protein that binds blood cells together to form clots, could increase the risk of a heart attack.

Carney said stress hormones can trigger higher levels of fibrinogen. They also can raise the pulse and make the heart less flexible in responding to changing demand. Carney said he urges his own patients to "take as much control over your life as possible. Stand up to the boss, perhaps, or get another job."

Article taken from Louisville Courier Journal as quoted from the Associated Press.

Based on the above article, it would seem to make sense to utilize a network marketing-based business as a way to get control of your life. I might mention that working a network marketing business has its own stresses and pressures and maybe even a feeling of not having the control you would like; however, the answer may actually lie in utilizing a network marketing company to place yourself in a position

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that allows you to be in complete control of your life. Once that happens, you actually have a feeling of being in control of the business as well.

Whatever a person's reasons are for not having a business of their own, certainly having a purpose in life and participating in something that one can have control over are direct benefits

## **RAMBLINGS OF A TIRED LAWYER OR WHERE HAVE ALL THE PRODUCTS GONE? GERALD P. NEHRA, ATTORNEY AT LAW**

Tired of the wrong idea for beginning a company? And I do not mean "to make money." That will always be at the core of a new company launch. But how will the company make money? By selling something. Great.

That is also proper planning. Something people want and are willing to pay for. We are still on the right track. But now the train is about to get derailed.

What do people want the most? A way to make lots of money with little effort. So We will sell them a way to do that! **WRONG - TILT - STOP!** Start over. Income opportunities **CANNOT** be sold. A company that is in business to provide income opportunities **CANNOT** survive.

Distributors who believe their mission is to prove income opportunities to everyone they come in contact with, and who will sign the always-ready application, **CANNOT**, long term, survive. Products or services that no one will buy, unless an income opportunity is attached, **DO NOT** a company make. Let me explain.

The great song of the sixties has a line, "Where have all the flowers gone?" Well, I ask, "Where have all the products gone?" (And services.) The first and paramount mission of every direct-selling company and its independent contractor sales force **MUST BE** to place as many of its "better mousetraps" in the hands of as many end-user consumers as possible. An end-user consumer is a customer who is buying the "better mousetrap" for its intrinsic value or worth, and **NOT** to participate in an income opportunity.

The argument that purchases are intrinsic value is seriously weakened if the purchases are:

Required to be made before one is allowed to sign up as a distributor.

Required to be made by a distributor to "open a product center."

Required to be made by a distributor to qualify for a compensation plan payment.

Required to be made by a distributor to advance in the compensation plan.

Required to be made by a distributor to "re-enter" the same or a different "phase" or "cycle" of the compensation plan.

To be made by a distributor to "buy in" to a higher compensation plan title or pay level.

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The above list includes an assumption that the products stay with the distributor and are not consumed or do not move on to an end-user consumer. Of course, distributors can “certify” that they consumed products themselves or sold to customers X percent, and/or they have on file or have sent to the company the names of Y numbers of their retail customers. (My personal view is that personal consumption in reasonable quantities and not for qualification is a retail sale and fully commissionable. Al Sheldon, California deputy attorney general, said as much at [an] MLMIA conference, and referenced the AuQuest settlement with specific language on personal consumption. Not all state attorney general offices agree.)

Note that this list DOES NOT exclude ALL purchases by distributors. In some programs, the company itself has proof of “purchases for intrinsic value” by the nature of the ordering system and compensation plan. For example, all companies that direct-ship to customers who are linked up to the company by their representatives can easily verify that they are shipping products to a nonrepresentative name and address. A strong presumption is raised that these are purchases for intrinsic value.

Another example would be the second and subsequent purchases by representatives who have not sponsored anyone. I concede the first purchase by a distributor is most often made with the intent of “making money” or “working the program.” But if they make a second purchase, and have not sponsored anyone, they cannot be making the purchase to qualify for any portion of the multilevel aspects of the pay plan since, by not sponsoring, they have chosen to not participate in the multilevel aspects of the program.

Yet another example would be a company with a pay plan where, say, \$45 of personal volume is all that is ever required to be classified as “active” and eligible to receive commissions on downline volume. If the average order size is \$81, a strong presumption is raised that all purchases, or at least the amounts over \$45, are purchases for intrinsic value.

But I am rambling. Back to my point. I want to leave for another day and another article the issue of WHAT PERCENT of the company's sales or an individual distributor's sales should be “for intrinsic value.” What I am really tired about is when the percent is ZERO. First the most obvious: the “bad design” programs. Another name I give to such programs is “representative only” programs. The company is really trying to enter the income-opportunity business. The products or services are an afterthought, and purchased by the representatives to “play the game.” There are NO true customers. Regulatory actions in numerous states in the last year have sent the strongest message possible: “Such programs will not be tolerated.”

The less obvious, but also “in jeopardy,” programs are those that have a “good design,” but bad implementation. Company executives and their marketing and legal advisors can only go so far in setting up the program. It then comes down to what the field forces, especially the leaders, do with the program. If they take a properly designed program and implement it as a “representative only” money game, it is doomed. I have had regulators from seven key states say to me personally or to an

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audience I was in, the equivalent of, "We look past the paper to what is really going on in our state."

In closing, "How much retailing; what is a retail sale" is a serious issue for all legitimate MLM companies, and is probably the number one legal issue for MLM direct sellers. I am not addressing that issue here. BUT the existence of ZERO retailing MLM companies just gives the regulators sitting ducks, AND the opportunity to paint all companies with the same brush.

The plea from this tired lawyer to company entrepreneurs is, "Do not work such a program expecting it to be long term, as it cannot survive; and do not distort the properly designed program you are working into a 'representative only' program."

Gerald R. Nehra is an MLM specialist, private-practice attorney. He is one of only a few attorneys nationwide whose practice is devoted exclusively to direct selling and multilevel marketing issues. His more than 35 years of legal experience includes nine years at Amway Corporation, where he was director of the Legal Division.

He can be reached at 1 710 Beach Street, Muskegon, MI 49441, 616- 755-3800; 616- 755-4700 FAX

Credentials and billing information are available through fax-on-demand at 803-548-3299, ext. 3088, and email autoresponder at [MLMAtty@memo.net](mailto:MLMAtty@memo.net). His email address is [MLMAtty@aol.com](mailto:MLMAtty@aol.com).

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## **RISK VERSUS SAFETY: CHOOSING THE RIGHT PROGRAM**

Talk about a "tough" topic! This is it! You can have a room full of experts discuss this topic and many would come out angry at each other. Of course, how do you really define an MLM/networking "expert"? Is it someone who has been in the industry for a number of years? Is it someone who has been successful in the industry? If so, how do you define "successful"? Perhaps an expert is someone who has been in the trenches and has learned from experience. I think of Abraham Lincoln, who failed many times along the way to becoming a president, yet he is remembered for his presidency; not for his failures.

My contention is that we grow from our failures, and that is part of success. What we all seek is a way to cut down on the number of failures that we experience.

Where do I place myself in all this? Simply as a person who has had experiences along the way. That means I've had some failures and some successes. I don't know if that makes me an expert, but it certainly gives me experiences that I can share with others. Certainly anyone who has remained in the networking industry for ten or more years has persistence, just as Abraham Lincoln was persistent in his quest for the presidency. I might add that even an expert never stops learning; that

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is, if he wants to continue to be an expert.

## **RISK VERSUS SAFETY**

With that behind me, let me now address the idea of choosing a business or program to promote. I have found that working MLM is very much like having an investment portfolio, whether it be one program or programs. The difference is that you are investing your time and money directly into the program(s) in which you are involved.

With stocks and mutual funds, you are pretty much dependent on the companies the stocks and mutual funds represent, you really don't have any control over the day-to-day activities. You leave that up to others. Your investment advisor might make recommendations, but they are usually based on the amount of risk you are willing to take.

Networking programs are very similar, in that you can select a program and company that is very safe. You know - one that you are sure will be around - Amway, Shacklee, Watkins, Avon and others that have been around for a long time. Although you may have missed out on the first or second growth waves of these companies, you are still able to be at the top of your own business.

I recently said, "Wouldn't you have liked to have been in Amway, Shacklee, or Watkins when they first began?" This statement really upset one of my subscribers to the point that he got so steamed he wanted to list this as one of the "great lies" being told to people. It is true that when you begin working a business in MLM, it really doesn't matter how old it is because you are still at the top of your own business.

I must agree I did not communicate well what I meant. What I really meant was that you don't have that first wave and second wave of growth available to you. After all, let's face it: Large company growth takes place at the beginning and certain places along the way when programs are enhanced or new products are offered. What you do have with old companies is safety because they will be around.

## **SO, DO YOU GO WITH AN OLDER, SAFER COMPANY OR A NEWER, RISKIER COMPANY?**

Let me say this - 80% of the new MLM companies go out of business within their first two years, and only 20% of these that survive make it to five years. Therefore, if you get involved in a new company, there is almost a 90% chance it will go out of business. So, why do people get involved in new programs? For some, they don't realize it is that kind of risk, so they are making a decision, not really knowing. Another reason is that they see the potential return as greater than the risk.

They simply want to be involved at the beginning or near the beginning of the opportunity for what they may see as an initial wave of growth. They are willing to risk time and money for what might be a quick return on their money. In a sense, it is similar to playing the futures in the investment world.

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## **SO, WHAT IS THE RIGHT CHOICE FOR YOU?**

The right choice is choosing the program with which you feel you will be successful over a period of time. Can you live with the risk that a company less than two years old has an 80% chance of going out of business? Are you less of a risk taker and need the security that your chosen company will be around? These are questions only you can answer.

Some people will tell you to choose more than one company (that's another topic) — a company that has been around and one or more that are considered startup companies. Others will tell you to choose only one company at a time based on your personality — risk versus security.

Some people simply like living on the edge; they like the adventure of new companies regardless of the risk factor. Some say they get bored being in old, traditional companies, and want new companies for the quick money potential as well as for the adventure of a new company. Others have so much faith in their chosen new company that they “just know” they are going to be around for the long term.

Remember, the purpose of networking is to build a long-term business over a period of time so that at some point, you can retire and the money will not just keep coming in, but will continue to grow. This is known as a “walk away” income.

## **LEADING OTHERS**

As a networker, you are always in the process of leading others to your chosen company. The question becomes: Should you lead people to programs that are risky because the companies have not been in business for two years? I think it is alright to lead them in such a program if you explain that it is a risk, and let the risk takers and conservative business people separate themselves. They need to make their own decisions, but based on accurate information.

The networking industry does provide us an opportunity to select the right program for each of us; the program that gives us hope, a program that can allow us to reach our personal goals, a program that is fun and profitable.

We must remember that Amway, Watkins, Shacklee and Avon were once less than two years old, but we must also remember that they are a rare breed in this industry as well. You should do a thorough research of down-line-building clubs and determine if they have the fundamentals necessary to overcome the 80% failure syndrome.

## **DOWNLINE-BUILDING CLUBS - YES OR NO?**

Downline-building clubs continue to appear, especially on the Internet scene. These clubs certainly provide a way to make new connections and to build prebuilt organizations. If you have a way to communicate with all those you bring into a downline club, I can see some real advantages with regard to making new contacts and building new relationships.

I will say this, however: The primary beneficiary of downline clubs are the organizers of them. Rightly so, because they are the ones who are coordinating and

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putting in the most time. Their rewards can be great by leading the whole club into a chosen program with the organizer being at the top; thus, they have a ready-made downline and constant supply of new representatives coming in.

What tends to happen is that people join downline clubs for the wrong reason. They usually see it as a way to make a quick buck without doing a whole lot of work. When the quick bucks don't come in, they are off to another downline club and eventually give up on the whole MLM thing.

Another negative is that downline club members usually promote the downline club rather than the actual business, and in cases where downline clubs are rather new, people join them not even knowing what the chosen business will be. Once the business is chosen, that is when a downline club of, let's say 2,500, ends up being only 200 or 300—still not a bad deal for the organizer, but not as powerful as the participant thought it was going to be, especially if the club is based on a spillover, forced-matrix type plan.

I've participated in downline clubs, and I can honestly say the best thing that came out of them for me were the new personal contacts I made. For that reason, it could possibly be worth participating in, but certainly is not the answer to a long-term business unless you are the organizer moving people into an established, long-term business.

### **THE LURE OF STARTUP COMPANIES: BUT BE READY**

I have noticed an increasing number of "startup" companies now appearing on the network marketing scene. You can "tune in" on the Internet and hear of a new company beginning up daily or, if you are fortunate (or maybe I should say unfortunate) enough to have a fax machine, you get fax after fax regarding new programs.

Due to the increased functionality of computers and software, combined with the speed of the Internet and other high-tech marketing tools, more and more entrepreneurs are able to develop and manage programs, especially for the network marketing community. Because of this, I have to question how solid a startup company really is because it's as easy as plugging in a computer from one's home, having a supplier from a distance and actually begin up a networking program.

### **MY FEAR IS...**

My fear is that in many cases we networkers are being used as guinea pigs! Let's face it - a person or group of people could begin a program without really being "ready" for the big time, but set up just to see if the program will work. In other words, rather than putting out big bucks on computer systems, product development, marketing surveys and all those factors that go toward developing a solid business, the "opportunity" is thrown out to the network marketing community as a "prelaunch" to see what the reaction will be. Based on the reaction, the owners or developers THEN begin working on putting their business in motion, thus, a lot of initial problems for both the company and the new distributors. In fact, I tend to feel that some programs are actually purposely set up to fail (that's another topic). Don't

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get me wrong; I am not saying all new programs are destined to failure ; after all, look at some of the most successful MLM programs that were startup programs at one time.

## **THE BEGINNING NETWORKER AND NEW PROGRAMS**

Unfortunately, the beginning networker gets bombarded with new programs and pre-launches because new programs naturally attract more attention, and the excitement that new programs generate makes it appear that they are the best thing out there. Additionally the beginning network marketer doesn't realize that approximately 80% of all startup programs/businesses do not make it to their second-year anniversary, and only 20% of those last for five years, and only 20% of those make it to ten years. It's so easy for the new networker to get caught up in the excitement of a prelaunch and the hope that thousands and thousands of people are going to join with them because it is a new opportunity.

Heck, I've even heard of a prelaunch to a prelaunch. Before long, we are going to hear of the opportunity to join a group before we even know what the company will be. Sounds a bit like a downline-building club, doesn't it?

## **STARTUP COMPANIES: WHAT TO EXPECT**

As a distributor for a brand new startup company, you can expect a roller coaster of emotions; emotions that will get you so excited one day and so low and emotionally drained the next. You will hear the words, "growing pains" over and over. Growing pains is a nice way of saying the company simply wasn't ready for the quick growth that is taking place. I must ask, "Why weren't they ready? Did they not have confidence in their own program to be prepared for such growth? Maybe they were just letting you test the waters for them.

Startup companies usually must make adjustments and changes that also create an emotional roller coaster. I've seen a company have a certain price for their products and within two months have to change their prices just to be able to afford to pay the commissions. I know one company that didn't change their prices, but changed how commissions were figured based on a value that was not 100% of the purchase price. They were still able to talk about some high-percentage commission payout, but of what? That's something the new networker may not know in order to make intelligent decisions.

Another problem is usually availability of products. A company that grows too fast creates a product-availability problem and then distributors become frustrated because they can't get products quickly enough.

## **IF YOU THINK A STARTUP COMPANY IS FRUSTRATING**

### **— TRY A PRELAUNCH!**

The big thing now is to be able to get involved before a company is officially begun. We call this prelaunch. Usually, the purpose of prelaunch is to allow the heavy hitters to get their downlines pre-built so they can be earning huge commission checks from the begin. It becomes a race for positioning—people wanting to be "at



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the top.” The word “top” bothers me because to me that suggests there is a bottom.

If you would draw out what people are referring to—top—bottom—you would be a single person at the top of this organization with people below making the “picture” look much like a pyramid of ancient Egypt. It suggests that the closer to the “top” you are, the more money you will make.

If that were really true, legally it would be considered a pyramid scheme, which is illegal. I would like to think that everyone is at the top of his or her own business organization, and that it does not matter when you sign up and become a distributor that you have an equal opportunity to build your own business. What prelaunch really does is give people an opportunity to get the word out before masses of other people hear about it. There is a slight advantage to that, but a truly legitimate, long-term business opportunity can be a successful venture for you no matter when you join.

If you think a startup company is tough when it begins, you should get involved in prelaunch. Be prepared for anything and everything to change in a prelaunch. I’ve seen companies even change their name in the middle of a prelaunch and just recently saw a huge change take place after about six weeks of people prelaunching and positioning for a company that was going to be the biggest thing that ever happened to network marketing—that is, until the change took place. Think of all the time, energy and focus that went on, and much of it was based on a name!

What I am saying is: Be prepared for things like that because it is sure to happen one way or another.

### **SO— SHOULD A PERSON GET INVOLVED IN A STARTUP COMPANY?**

Well, I have! There is a certain amount of excitement and challenge that can be associated with pre-launches and startup companies. The lows can be balanced out by some extreme highs, and the thought of your being in the next “big one” before it actually begins can even be addicting in nature. Let me warn you, however, that it’s like playing with the options on the stock market. It is truly a high-risk venture. If your personality is such that you cannot stand the highs and lows that are associated with startup companies, then I would recommend against it. Remember, networkers are not only working for their present, but for their future as well.

So, you may be asking why I would get involved in a startup company. For me, it is easy. I’ve already got my “solid,” long-term business locked in! It’s a lot easier to take on risks when you have something solid to back you up. For someone who has never done networking before, I strongly recommend not getting involved in startup companies until you have a solid business already built in a solid company, and then why should you even consider a startup?

Remember, I have done startups for the intrigue and adventure and challenge—certainly for the wrong reasons, and I would have been better off staying focused on my main long-term program.

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## **WHAT SHOULD YOU DO?**

If you are new to network marketing, I would suggest that you research and study companies that have been around for a minimum of two years. Remember that 80% figure? Even better would be companies that have been around for five or ten years or more. I am not saying you will fail by going with a startup company, but I am saying you will have different kinds of challenges with the hope that the company will last two years or five years or more. It depends on your personality and your makeup. If you are a risk taker and you are working more for your present than for your future, you would probably enjoy the adventure and possible immediate rewards of a startup company.

If you are wanting to build a residual income for your future and for your estate, then you should consider a company that has been around for awhile and knows what it is doing.

I find that the people who are most successful are those who find their own FEEL GOOD company based first on products and then on company heritage and finally on the pay plan. People who become bonded to the products create an excitement within them that builds an income-producing business. The pay plan just seems to take care of those people.

As a new networker or as a networker looking for a company to utilize as a business, you must decide what it is you want to accomplish, and what it is that will make you feel good about representing that company. If you can do that with a startup company and you can prepare yourself for the ups and downs that accompany a startup company, then go for it. If not, you are better off looking for established companies; companies that have survived years of growing pains, but continue to be growth companies.

## **BUILDING MULTIPLE BUSINESSES: IS IT FOR YOU?**

Have you ever had something ingrained in you as a youngster and when you got older, your actions were based on that indoctrination from your early years? Even if you went against what you were taught, you may have felt guilty, even to the point that you felt so badly about doing it that you really couldn't do it effectively.

As a "youngster" in MLM, I was told: FOCUS AND WORK ON ONLY ONE PROGRAM. PUT YOUR BLINDERS ON AND FOCUS, FOCUS, FOCUS! As I look back at the MLM programs available 25 to 30 years ago and the tools we had available at the time, I must admit that advice was sound, at least at that time. Perhaps it is still sound advice, but let's look at some things.

## **MAJOR-FOCUS PROGRAMS VERSUS MINOR-FOCUS PROGRAMS**

I am using the phrases, "major-focus programs/ companies" and "minor-focus programs/ companies" —not to be used in place of a determination of how "good" or "bad" the program/company is or how effective or ineffective a program/company is, but to be used as a way to identify the amount of time needed to get the business up and running into a profitable, long-term venture.

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By the nature of the company and/ or products represented, it might be necessary to put in a lot of time building that business. It really depends on what is involved in recruiting, sponsoring, training and managing your business. It also depends on the business-building tools you have available to build your business. A business that requires much time to recruit, sponsor, to be trained and to train those you sponsor, plus time to manage your business is considered a major-focus business.

A minor-focus business is one that you can set up to automatically build for yourself without a whole lot of time, interaction and management by you. In other words, is it possible for a person to have a minor-focus business producing a major-focus income? Conversely, is it possible for a person to have a major-focus business producing a minor income?

## **DETERMINING WHETHER YOUR BUSINESS IS MAJOR-FOCUS OR MINOR-FOCUS**

I don't want to get into all the parts of building a business here; however, I do want you to see the factors to consider when determining whether a business is major-focus or minor-focus. Other articles discuss effectively building a business through recruiting, sponsoring, training and managing. The real factor here is: How much time is it going to take for you to effectively do those things? If it's five or six or more hours a day, you can bet it is a major-focus business for you. If it's one hour a day, then you can consider that a minor-focus business. I do have to qualify myself here. It is possible that a person may have only one hour a day to devote to a business, yet the business could really be a major-focus business. The key words here are **TIME NEEDED** to adequately build your business.

## **IT REALLY COMES DOWN TO YOUR MODE OF OPERATION**

Determining major-focus or minor-focus may very well come down to your mode of operation. In other words, how you are building your business and the tools you are using to build your business.

If you are having to meet person-to-person for recruiting and sponsoring and then having to meet with groups for training and management, you can see that would take some time to do.

On the other hand, if you simply had a person do a web page on the Internet, at which point they could join the business and receive training from the webpages or auto-responders, and are managed and motivated via online newsletters and training articles, can you see the difference in the amount of daily time required? Those two examples are two extremes that are being done effectively by business builders.

There are all kinds of business-building strategies in between. The best rule of thumb is: **THE MORE PERSONAL CONTACT NECESSARY, THE MORE MAJOR-FOCUS IT IS.**

This really brings me to a dilemma because I personally believe the more

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personal contact you have, the more long-term and successful your business will be. So based on that, you might determine what your major-focus program is, based on which program you want to provide more personal contact, which is time well spent, I might add.

Now here is the “kicker”: A major-focus business for someone else could very easily be a minor-focus business for you. In other words, the same company represented by two different people could be a major-focus company for one and a minor-focus company for the other. It depends on the numerous factors mentioned above.

### **MULTIPLE PROGRAMS NEEDED? OR JUST WANTED?**

Some people would argue that you need only one program, and you should make that your major-focus program. In theory, if a program is strong enough and you are dedicated and focused enough and it is producing an income for you, one program is all anyone needs. You see, with proper focus and a continued daily operation procedure, you can increase your income over a period of time.

In reality, people get sidetracked. They see something else that motivates them or intrigues them or they see something that appears better (grass is greener). So very often, what takes over could be a sense of adventure or the challenge of building another business. Oftentimes, we justify adding another program because we say, “It doesn’t conflict” with the other program, but in reality, any program that requires time creates conflict regardless of the product. Maybe the real question for you is: “Do I want ONE business producing \$5,000 monthly, or do I want two businesses that each produce \$2,500 monthly? You have to decide!

If it’s the adventure of something new and you enjoy building multiple businesses and you can do it successfully, then go for it as long as you know what you are doing. Another justification is if one company goes out of business, then you will still have my other income-producing business. That is true, but I hope we get involved in businesses that we truly believe will be around for the long term. I would hate to think I have to build multiple businesses because of a fear that 80% of them will go out of business within two years. I don’t know about you, but one of these days, I want to sit back and reap the rewards of my hard work, and I want to know my chosen company will still be around for my retirement. Therefore, I feel most of us use this excuse just to justify ourselves into going into another business.

Keep in mind that the real reason might be to make a quick buck and go on to the next company and do the same. But surely we are trying to build our future as well as our present.

### **MLM JUNKIE OR MLM ENTREPRENEUR**

An MLM “junkie” is considered to be a person who gets in just about every program that comes along. I saw a “signature” file (I didn’t know one could be that long) that had 26—yes, 26 different programs available for you to look at.

Now, is that an MLM junkie or an MLM entrepreneur?

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One's first thought might be that person is an MLM junkie, but maybe not. Let me explain. If a person is in multiple programs and is actively working at building each program BY HIMSELF, he might be considered an MLM junkie. If, on the other hand, he has set up a mall of stores (business opportunities) with each store managed by a different person with the result that it was also benefitting him, then maybe he would be considered an MLM entrepreneur. In other words, he becomes a manager of managers.

So, to make a blanket statement that anyone who is in multiple programs is an MLM junkie seems like making a very gross generalization and assumption. Perhaps that person has such management and organizational skills that he can pull something like that off, thus, an MLM entrepreneur. On the other hand, perhaps he just gets into almost everything that comes along, but not building any business successfully, thus, an MLM junkie.

## **GETTING INTO MLM PROGRAMS JUST TO PURCHASE PRODUCTS**

There are some people who join MLM programs only to purchase products at wholesale cost. I've met several people who simply want to support the industry by purchasing products and services via MLM. These people are not junkies because they did not join with the intention of building a business. These are usually people who want to give something back to the industry that has been so good to them.

## **A PORTFOLIO OF BUSINESSES**

We've heard of the phrases "stock portfolio" or "financial portfolio." Why not have an MLM portfolio. Well, there are people who do just that. In fact, there are companies that promote building a portfolio of MLM businesses through a special business-building process. I think having a portfolio is wise if you put it in the right perspective. What a portfolio does is organize things for you so that knowing what you are involved in and being able to track it makes sense.

I do feel you must go back to knowing what is major-focus and what is minor-focus for you.

## **MY APPROACH TO MULTIPLE BUSINESSES**

I might share with you my approach to multiple businesses; not that it is the right or wrong approach, but just to share a bit of myself with you. First of all, I tend to have a somewhat addictive personality; that, itself, could be bad news. Just as a person can be addicted to alcohol or drugs or gambling, a person can also be addicted to MLM or money programs. I'm sure I can get the same "rush" by recruiting, sponsoring and building a business that another person would get from another addiction, thus, it would be easy for me to get involved in many programs because of all the things that would make me feel good in being a part of them; then when you add the lure of the Internet and the speed of the computer, it actually intensifies those "feel good" feelings.

The secret is to first realize there is that problem and secondly to be able to

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control it. I jokingly told a friend of mine that I was going to begin a support group for people who are addicted to MLM programs. Of course, there would be a monthly fee to participate and I would pay commissions based on a good marketing plan.

My friend must have been addicted, as he wanted to be the first person in when I started it up!

## **THE WAY I HAVE PUT MY PORTFOLIO TOGETHER**

Several years ago, I chose a company that I KNEW would not go out of business! That was important to me because four or five had previously gone out of business on me and I was tired of that happening. This is my offline FEEL GOOD/ MAJOR-FOCUS business and my major-focus source of income. It's the company I can put in my back pocket and take anywhere because I feel so good about the company and its products, heritage and stability. I simply LOVE this company!

So why do I even get involved in other companies? I think that is where the challenge and adventure comes in. Actually, I realize I can have my own challenge and adventure in my FEEL GOOD company, but still I do enjoy working what I consider a minor-focus program here and there. Sorry, my plate is full; so don't begin sending me "the best opportunities."

If I did exactly what I would like to do (not necessarily what might be best to do), I would set up a mall of business opportunities actively supported by The Master Networker; a wide variety of stores with each store managed by different individuals in my organization. I would keep duplication of products to a minimum and offer as many different products and services as possible so people could come in to the mall to do their opportunity shopping. Of course the foundation store would be my FEEL GOOD business.

## **IF YOU MUST!**

If you must work multiple programs, I might suggest you don't try getting them all going at the same time. It is best getting one up and running smoothly before you get another going. In fact, you might use the profits of one to help you begin up the next one. Regardless, consider the amount of time needed to effectively build and manage each business.

## **IF I COULD, I WOULD**

If I could, I would work only one program, a program that I know will be around forever, and find my challenges and adventures within that one program and then one day pass that business on to my children.

## **THE FINANCIAL FACTS OF LIFE**

By the age of 65, only 2% of the population is financially independent, 23% are dependent on relatives, Social Security or a small pension. Ninety percent of all Americans are living from paycheck to paycheck, meaning no money available to invest to earn interest.

Network marketing is a \$15 billion-dollar-a-year industry. It is a global phenomenon. Many Fortune 500 companies now offer products through network mar-

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keting because it is considered “the wave of the present” as well as the “wave of the future.”

Billionaire John Paul Getty said, ***“The average 50-year-old person has only \$2,500 in savings (about a one-day stay in hospital, meaning basically little or no residual monthly income. Eighty percent of the personal bankruptcies in the U.S. could have been avoided if household income could have been increased by just \$280.00 a month.”***

Ninety-three percent of the men at age 65 who have failed financially said it was because of a lack of a definite plan. Eighty percent of all people making more than \$75,000 per year own their own business. Tax laws are designed to provide benefits to business owners; not to employees. More than 80% of America's work force beyond the age of 35 realize their present job will not lead them to financial independence. More than 3.8 million corporate executives, administrators and managers lost their jobs in the 1980s; 2,650 people lost their jobs each day in the 1990s. There is no longer any security in working for someone else. People want out of the “Rat Race.” The franchise industry is booming even though most who become franchisees have to risk everything they have, including their home equity, savings, etc.

Have a system that allows you to duplicate yourself through others. People want to take control of their financial destinies and are searching for the right vehicle to achieve financial independence.

### THE ANSWER?

The answer lies in your getting in control of your life. Network marketing is a vehicle that will allow you to create a residual income as well as a present income. Before you can earn \$5,000 monthly, you must earn \$1,000 monthly, and before you can earn \$1,000 monthly, you must earn \$300 monthly, and before you can earn \$300 monthly, you must earn \$50 monthly.

What in the Sam Hill are People Thinking?

Are you, or have you ever, considered trying network marketing or MLM or some other so-called income-generating venture? Day in and day out, I hear from people who are desperate for money. They not only need money now; they needed it yesterday as well.

It's a sad situation, indeed. In fact, they are so desperate they have lost all common sense, if ever they had any, - as they are looking to begin up some form of an income-generating business.

My good friend, Mark A. Smith, says it best in his article that I've reproduced in the following report. If you have little or no money, this is for you!

*Profits = Patience Plus Persistence Plus Prayer*

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## **WHATEVER HAPPENED TO COMMON SENSE?**

**BY MARK A. SMITH, B.A., M.S.M.**

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I don't know how you feel, but I'd bet most of you are as amazed as I am at the lack of common sense in our world today. Especially when it comes to beginning a multilevel business.

Now let me tell you about some of the calls and letters I get. They all pretty much have the same theme:

These folks claim they are flat broke and don't have a dime to invest in a business. They just lost their job and the kids are starving. And (get this, folks) **THEY WANT TO Begin A MULTI-LEVEL BUSINESS TO HAVE A SOLID INCOME IMMEDIATELY!** After all, the kids are hungry! **WOW!**

## **WHATEVER HAPPENED TO COMMON SENSE?**

I truly feel sorry for these folks, not just because they are broke (or at least that's what they tell me), but because they don't have a **CLUE** about what it takes to build a profitable multilevel business on a part-time basis.

First (and isn't this just plain old common sense?) they need to get a job. And they need to make a full-time job of looking for a job!

And friends, I've been there. And I'm sure many of you have also. I've lost a good job and have had to find another job real quick to support my family. Once, I took a \$2.00 per hour cut in pay because I had to!

I would have never even considered beginning a new business before finding a job that would produce immediate cash flow. It wasn't feasible. My first priority was to "feed" my family. I needed a job to do that. I've always thought that was just plain old common sense.

## **NOW HERE'S THE REAL BEAUTY OF MULTILEVEL MARKETING:**

Yes, the real beauty of MLM is that while working your full-time job, you can invest your "extra" income (**NOT** the milk money for your kids) and begin to slowly build a multilevel empire that can eventually make you very successful.

And, of course, that's only if you're persistent and do the "right things."



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So for those folks who don't even have milk money, it is NOT time to begin a new business. It's time to get a job.

## **WHATEVER HAPPENED TO COMMON SENSE?**

### **HERE'S MARK'S BUSINESS RULE OF THUMB:**

NEVER invest money you can't comfortably afford to lose on any part-time business venture. If you live by that rule and invest the income you can comfortably afford to live without, then — and this is important! — you can support your part-time business indefinitely! Why is this so important?

Because some folks (before learning the “basics”) spend too much, too fast, get discouraged and then quit, proclaiming, “MLM doesn't work!” Yet in many cases, success was just around the corner. Don't let that happen to you. It is vital in MLM to dedicate your persistent effort for at least a full year; whether or not you're in profit that first year.

By continuing to invest the income you can comfortably live without, you don't have to worry about the “exact amount of time” it will take to become successful. You should absolutely set some definite “time goals” (because you can't hit a target you can't see). But no matter what your rate of accomplishment, your family won't starve in the process!

Now if you are doing the “right things” as mentioned earlier; which means learning the business and applying your knowledge, a day will come when you are amazed with your progress. **THAT DAY WILL COME!** Be patient and persistent. Never, never, never give up.

Here's a little secret: The real experts are the people who learn the “basics” better than the average person. Anyone can become an expert if they spend a lot of time just learning the basics. It's that simple!

Mark says it quite well. I don't mean to destroy hope, but let's be realistic. There is a cost even for hope, but can one afford to find out that cost when they don't have enough money for basic needs?

Playing the business lottery is not the road to an income outside a job.

## **SCAM OR NO SCAM? - THAT IS THE QUESTION**

When it comes to business opportunities, we often hear the word “SCAM” come up, whether true or not. Often the word “scam” is thrown around loosely for a variety of reasons. One of the biggest reasons the word is thrown around so much is that people don't want to accept blame for their own failure when working a legitimate business, so it is easy to pass the blame on to the business and its owners. They do that by saying, “It's a scam” and then they are off to their next failure.

The cycle tends to repeat itself a few times until the “finger pointer” finally figures out that their lack of success is based upon their own factors of inadequacy or lack of knowledge in being able to make a business opportunity work to the point where they are making a profit in the business.

That is especially true when they take a lottery approach to building a busi-

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ness income. Let's face it: Surely not every business opportunity is a scam, yet people fail in each one they try. Oh well, "It's a scam" is an easy excuse so let's just call it a scam; right? WRONG!

Where best to begin? How about a legitimate definition of the word, "scam," as provided to us from the Miriam-Webster Dictionary. "Scam" is defined as "a fraudulent or deceptive act or operation." So a business opportunity scam would be a business opportunity that is fraudulent or deceptive.

Often we hear the words "pyramid" or "Ponzi scheme" when it comes to business opportunities that we associate with scams. Those terms are also thrown around, be it accurate or not, mainly due to not really knowing if the business truly is an illegal pyramid or Ponzi scheme. The truth is that pyramids and Ponzi schemes are illegal only as identified by governmental agencies that oversee such; so the trick is the knowing if a business is really an illegal pyramid or Ponzi scheme.

Some people think any network marketing business compensation plan is an illegal pyramid, but that is not true. It depends on the actual compensation plan. Additionally, there must be a legitimate product provided as well. I'll leave it to another article to fully explain the difference between a legal compensation plan and one that is illegal.

So, with that said, certainly a business that has a compensation plan that is an illegal pyramid or a Ponzi scheme would be considered a scam, but is it possible for something to be a scam and still be considered legal? Certainly!

Have you seen ads that say, "Make \$90,000 in three months," or "Earn One Million Dollars in Only Six Months?" In all reality, those businesses may or not be scams, but they sure do sound deceptive, so most likely they are a scam. But just because they may sound deceptive doesn't mean they are a scam.

On the other hand, who is to say a person can or cannot be successful at a legitimate business opportunity? There are so many factors involved when it comes to building a business and creating an income. It really comes down to: Is it really possible? If it is truly possible, then it is probably not a scam. The question really becomes, "Is it possible for YOU?" Remember, if it is possible, yet not possible for you (based on your own situation), then that doesn't mean it is a scam. What it really means is YOU probably shouldn't do it.

Certainly there are scams out there, but just because a person may be unsuccessful at working a business doesn't automatically mean it is a scam. There are a lot of factors involved, and in most cases the main factor is YOU!

### **MAKING MONEY VIA THE INTERNET?**

#### **IT MIGHT NOT BE WHAT IT IS CRACKED UP TO BE!**

Have you been thinking that the Internet is where the money is when it comes to marketing and building a business? Experience may just be the best teacher. I've had seven years' experience marketing on the Internet, and yes, I've even made money building businesses online, but guess what: Most people don't! In fact, I've

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seen statistics that show only 2% of the people trying to make money online are actually profiting.

You see, people flocked to the Internet because they saw it as a way to avoid paying for postage stamps and other supplies needed to do what they once did via mail order. They saw it as a way to find people all over the world and to do it in such a way that there would be less work and less cost. They thought it was as easy as simply getting a website and letting people come to it and purchase or join whatever it is they are doing. They didn't realize that they would be like a grain of sand among all the websites out there and that they would have to, somehow, find a way to get people to THEIR website.

What has happened is that everyone is trying to outsell everyone else. There are lots of hype and false claims and lots of businesses coming and going. Also, I've seen people jumping in and out of businesses looking for that "magic business" instead of spending money for postage stamps and mailing supplies. People online began spending money on marketing and advertising that didn't work as they thought it would.

If that were not enough, people would purchase leads (names and email addresses) of people who are supposedly looking for an online business. They found that they would have to get tens of thousands of email addresses to email to and then they had to find a way to email these people so they would not run into "spam" problems."

## **THE PROBLEM?**

1. Emails getting filtered out by receivers' ISPs. (Not getting delivered)
2. Emails not getting read even when they do get through. (People not reading 'junk' emails)
3. Email addresses changing so often that leads are out of date quickly.
4. Leads (opportunity seekers) getting bombarded with so many emails that they get totally turned off to everything and end up purchasing or joining nothing.
5. The good leads (survey leads) are so expensive that people can't really afford them.

You see? Mail order is still king, especially if you are mailing out postcards. Postcards get seen and they get delivered and they get read. Although it costs to mail postcards, they do get delivered and people do see them and they are not so bombarded with stuff today as they once were. Postcard mailing is more productive than Internet emailing, not to mention that it is simpler!

I do believe in Internet marketing and email, but as a way to enhance what I'm already doing; not to create something new. It's still a good idea to have an online presence, but not to depend solely on the Internet. My experience has taught me that Internet Marketing as the only way to build a business is not what it is cracked up to be. As far as I'm concerned, mail order is still king.

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## **WHAT TO EXPECT FROM MAILING YOUR OFFER/OPPORTUNITY TO OTHERS**

That question is asked over and over, and is one of the most difficult to answer because of the nature of the business we are in. Not only that, but false expectations arise due to not really knowing or understanding what is involved when marketing “remotely” (mail order or internet marketing) due to the many factors involved when marketing to others - especially to people who don’t know you.

There are so many factors involved when mailing to others such as:

1. the offer
2. the leads or mailing list
3. the offer presentation
4. the timing of the offer
5. the readiness and interest of the receiver for the offer
6. the cost
7. other unknown factors

I’m going to take these factors one by one and discuss each so you can better understand how these factors play a part in the whole marketing process.

### **THE OFFER**

Certainly the offer has to be something that appeals to your audience. It has to be something they want or need or want more information about. If the same offer appealed to you, then there are others to whom it will appeal, but the question is always, “Who and how many?”

### **THE LEADS OR MAILING LIST**

Not only do you have to have something that appeals to others, you must also find the right audience for your offer. That is where having appropriate mailing lists or leads come into play. What needs to be done is to find leads/ mailing lists that are targeted for your offer. That’s fine and dandy, but to find a lead source or mailing list that is targeted especially for what you have probably doesn’t exist. Instead, there are general categories of lists, and within these categories you will find the people who will respond to your offer.

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## **LET ME GIVE YOU AN EXAMPLE:**

Let's say you want to sell Godiva chocolate candy and if you could find that special list of people who love and will purchase Godiva chocolate candy, you could make a lot of money selling Godiva chocolates just by mailing your offer to this special list of people. The problem? You can't get that list! Why? Because Godiva has created their own list by doing what you would have to do. You would have to find a list of candy lovers and, if lucky enough, chocolate candy lovers. And then you would have a very targeted list. From that list you would be able to develop your own "Godiva chocolate lover's list" based on the offer you would send out. '

The thing is, you may not even be able to find a list of candy lovers. You would have to use another type of list; maybe subscribers to a certain food magazine or maybe a list purchasers of dessert cookbooks or something like that. Then you would have to take that list and present your offer and then based on your offer, those people would respond back to you.

## **I'M TRYING TO GET ACROSS TWO THINGS:**

1. You have to utilize a general list to create your own special targeted list;
2. Your response rate when mailing to a general list will be lower than the response rate you will get when mailing to your own targeted list.

That is why it pays to build your own targeted list over time.

So, with what we are doing in the network marketing industry, if you don't already have your own targeted list that you have accumulated over time, then the other option for you is to utilize lists of opportunity seekers or network marketing enthusiasts (also known as MLM participants). This is where you find people for your own specific offer if you are offering a business opportunity.

It becomes even more complicated than that. How "fresh" a name is makes a difference as well. Using mailing lists that are three months old or older is not good. You will get some response, but not the best results because these people have already been bombarded by several offers. Instead, you should get lists that are only one or two months old. The problem is usually threefold:

(1) Large brokerage houses who get these names first tend to sell them based on your purchasing 3,000-5,000 minimum usually at close to \$100 per thousand, making it too expensive for the average marketer to get;

(2) Legitimate brokerage houses receive a limited number of "fresh" leads monthly;

(3) List companies sell their names over and over. Just think about all the ways something can be presented and the different ways certain people will respond to certain things. For example, some people throw away letters without even opening them, maybe based on how the envelope looks.

## **HOW THE OFFER IS PRESENTED**

Does it look impersonal/bulk mailish or unappealing? Some people will throw a postcard away because there may not be enough information on it or maybe the

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postcard looks unappealing or maybe for some other reason. Different people respond to different marketing techniques, and when you add the other factors, it's almost like a crap shoot, yet better than just sending offers to a phone book list of people.

## **THE TIMING OF THE OFFER**

Did the offer arrive on a Friday when the receiver had only his weekend on his mind? Did the offer come right before a major holiday or holiday period? Did it come on a day when the receiver had so much to do that he/she didn't have time to even go through the mail so he/ she threw most of it away without looking?

You see, timing plays a big part as well, but it is only one of the many factors involved. It almost becomes "the luck of the draw" if you consider only the timing issue.

## **THE READINESS AND INTEREST OF THE RECEIVER**

Is the receiver of your offer emotionally ready for it when it arrives? Has there just been a death in the family? Did their car just break down and in need of \$1,000 in repairs? Did they just return from a vacation and have to go to work the next day and are not in the mood for anything? Or perhaps they just decided they need to make extra money badly and your offer just happened to come when they were in that state of mind.

Maybe they got so much mail in one day they just threw away everything that looked like "junk mail" that particular day.

On the other hand, some people don't respond until they see something over and over again and then it hits them that what they have been seeing over and over may be of interest to them after all. Let's face it! There is no way you can know when the best time is to mail someone unless you know them personally, and even then you may not know whether it is the best time.

## **THE COST**

What are you charging the receiver of your offer? Are you providing information free? Are you asking for too much based on what your offer is? It's not only about the price; it's about the appeal. I've seen less response on free offers than offers asking for as much as \$15 or \$20. It's about the appeal. Does your offer have the appeal to cause the receiver to make an emotional decision to respond to your offer?

## **OTHER UNKNOWN FACTORS**

I guess if I knew what the unknown factors are, they would not be unknown. I mean, certainly a postcard or letter could get lost in the mail or maybe what is being sent out is a copy of a copy of a copy that looks so unappealing, who would want to respond? I'm talking more of "Who knows why?" They didn't respond. We just don't know why and probably the only way you could find out is by talking to them. Who's going to do that?

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## **WHAT DOES THIS ALL ADD UP TO?**

What this all adds up to is: Because there are so many factors involved, it is impossible to give you an expected response rate when mailing to a list of people who do not know you. Don't get me wrong. I can tell you I may have gotten 4 responses out of a mailing of 200, but you may get 6 responses, but then you might get 2, or even worse, none! I could maybe tell you based on a mailing of 10,000, that I received a 2% response, but if you mail only 200, you may get a 4% response if you are lucky or 0% if you are unlucky. I've seen people get a 2% response from a mailing of only 10 postcards and they thought they could do that every time. On the other hand, I've known people who mailed 200 postcards and got no responses at all. Obviously, the larger the mailing, the closer you will come to some sort of average but, because of the many factors involved, it is difficult to arrive at that average unless you consistently mail large numbers of postcards or circulars. I've been told that one needs to mail close to 100,000 to get any kind of reliable statistical average.

So, with that said, what should you do? I can make some general suggestions to help you increase your response rate, but then again there are so many factors involved that even those suggestions may not make that much of a difference.

1. Send out an attractive, appealing, professional-looking offer.
2. If you have your own targeted mailing list that you have accumulated over time, utilize that first. After such, or if you don't have your own targeted mailing list, utilize a source that can provide you with fresh names and targeted names. For network marketing, you will want to use "opportunity seeker" lists and "MLM lists." Purchasing names because they are cheap may not be that cost-effective.
3. Try a variety of ways to get your offer out until you find what works best for you. For some, postcards work best for them. For others, flyers; and then for others, letters; and for even others, classified or display advertising.
4. Mail out so people will receive your offer on a Monday or Tuesday. Mondays are reminders that people have to go back to work and they may be more open to your opportunity-seeking offer at that time. Fridays are "what's for the weekend?" So avoid mailing so their offer gets there on a Friday or Saturday. Offers arriving on Monday, Tuesday, Wednesday or Thursday are best.

Also, I slow my mailings down around certain times of the year; however, I don't stop them. I just don't mail as many. Between Thanksgiving and Christmas is a slow period, but January through May tends to be a responsive time period. The summer months, usually June, July and August, tend to be slower months, but not as slow as the December holiday period. September until the middle of November tends to be good months. Again, I don't stop mailing; I just don't mail as much.

5. BE PERSISTENT! This may be the most important suggestion of all. You have to be persistent over time. If you mail out 200 postcards and get no response, that doesn't necessarily mean you should stop. Yet, on the other hand, if your offer is no good and your mailing lists are unresponsive, then that could be a clue to stop. The

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problem: 200 is not enough to really know. When it comes to marketing, being persistent over time is necessary.

So the bottom line when it comes to marketing via mail order or Internet is - EXPECT THE UNEXPECTED! Perhaps this information will help place your expectations on a more realistic basis. On the other hand, we all need hope. I have built up several income-producing businesses using a mail-order approach. I know it works but it takes persistence over time.

## **BUSINESS-BUILDING AND NATURE AT ITS WORST**

### **90% FAILURE RATE? ARE YOU DESTINED FOR FAILURE?**

Are you destined for failure when it comes to building your own home-based business? Do you realize that business-building statistics show there is a 9 in 10 probability that you will be a failure at building your own home-based business? Could it be that it is a person's "nature" to fail?

The above sounds very negative and even sounds like it is a "chance" thing or something based on fate. When I ask, "Are you destined for failure, destiny is not a "chance" word. In fact, destiny is defined as "the inevitable or necessary succession of events; what will necessarily happen to one; that which determines events."

Notice that destiny is based on certain things taking place (a series of events). It doesn't indicate whether the events are negative or positive, and it doesn't indicate whether destiny is good or bad. You see, we are often in control of our own destiny based on the events we try to create and try to have some control over. My asking you, "What is your destiny?" can only be answered by you based on a series of events you may cause to happen.

So, when I ask "Are you destined for failure when it comes to building your own home-based business?" I'm not suggesting you don't have any control over your future, but what I am saying is, based on some principle, there is a 9 in 10 probability that you will be a failure at building your own home-based business. Could it be based on the "nature" of people?

## **THE NATURE OF PEOPLE**

What is your nature? Webster defines "nature" in this context as "the quality or qualities that make something what it is; inherent tendencies of a person; the desires, drives, etc. of a person." Notice that he uses the word "inherent," which he defines as "inborn." Ouch!

Could it be that how successful a person is at building a business is inborn; thus, a possible lack of what one can do about it? When it comes to business-building, are 90% of the people who get involved destined for failure because it is an inherent tendency of people? How about you? What is your nature? What are your tendencies?

## **WHAT IS YOUR NATURE?**

1. Is it your nature to be lazy or to be driven?
2. Is it your nature to be positive or negative?



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3. Is it your nature to be full of hope or full of despair?
4. Is it your nature to create success or to accept failure?
5. Is it your nature to get up when you are down or stay down when you are down?
6. Is it your nature to accept things the way they are rather than trying to make a difference?

If you believe the above statements are inborn—thus, a person's nature—then that would suggest we have no control over who we are, what we are capable of doing, our destiny, our life.

If, on the other hand, you believe the above statements to be within your own control, then you realize that there are things you can do to create your own destiny and maybe—just maybe—fulfill your own dreams.

## **OUT GOES NATURE AND IN COMES BELIEF**

Are we simply robots that have been programmed to do certain things over the course of a lifetime, or are we living and breathing beings who are an accumulation of our experiences? The moment we are born, we all begin having experiences that make us who we are. These experiences tend to be positive and negative and it becomes up to us to determine who we really are based on all those experiences. In other words, our destiny is based on our experiences, but more important, what we each do with them.

I often think of the negative experiences we have that seem to control us. The thing is, these negative experiences were not really meant to be negative, but were meant to be teaching experiences. Think of all the times you were told, “You can’t do that,” while growing up, such as, “You can’t talk to strangers,” or “You can’t talk unless spoken to,” or “You can’t get out of line,” or “You can’t be successful at that.” All our lives we are told what we can’t do. And when we get to a time in our life when we have some control over things, we still believe we can’t do certain things. “I can’t build a business.” “I can’t talk to strangers about a business opportunity.” “I can’t get involved in something that isn’t a job.” “I know I can’t be successful at this kind of stuff.”

The “I can’t” statements go on and on, and we really believe we can’t when we really can!

## **OUR BELIEF SYSTEM CONTROLS OUR DESTINY**

Being successful in building a home-based business has very little to do with our nature. It has everything to do with what we believe we can do. **OUR BELIEF SYSTEM CONTROLS OUR DESTINY!** When it comes to building a home-based business via network marketing, do you **REALLY** believe in network marketing as a way to build a business organization? Do you **REALLY** believe in the company you are a distributor for? Do you **REALLY** believe in the products you represent? Do you **REALLY** believe in the pay plan? Do you **REALLY** believe in yourself?

Guess what? If you don’t believe in yourself, then belief in the industry, the

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company, the products and the pay plan won't matter. Success in building a home-based business first begins with a belief in your self - a true belief that "I CAN" rather than "I can't." Once you believe you can, then you will find ways to make your business work for you.

## **HOW TO FEED AND BOOST UP YOUR BELIEF SYSTEM**

The good news is, since you have control over your destiny, there are certain things you can do to feed and boost your belief system. The bad news is, it doesn't come naturally. You will have to work at it.

The first thing you can do is become educated about all the factors that make up your belief system. Learn about the network marketing industry. Get the truth without all the hype about how network marketing really works—the pros and cons—the do's and don'ts—the ups and downs. Feel free to read other articles provided by The Master Networker. Know and understand that network marketing IS THE WAY to become financially independent. I would like to recommend that you listen to an audio tape called "Escape the Rat Race" by Randy Gage. Randy does an excellent job, with humor and facts, to explain network marketing and to tell you about what 90% of the people do daily and how much they hate it, but they keep doing it! You'll laugh and then be amazed at what Randy says. Hmmmm, could it be that Randy is talking about that "nature of people?" You can get this tape online, but you will pay approximately \$7.00 for a single tape.

Additionally, I would like to suggest that it is possible that you just may not be cut out for your own home-based business. I've found nice crucial factors that are responsible for determining a person's success in their own home-based business. I'm amazed at the number of people who jump into their first home-based business without knowing whether they even have what it takes to be successful in it. If you haven't already, take my "Are you cut out for your own home-based business" self assessment. In less than three minutes, you can find out your own potential home-based-business success rate and what to do with it. Go to <http://myownhbg.com>

Did you know it takes approximately ten positive events to overcome one negative event? That is, if you don't have a strong belief in yourself. The thing is, it is not realistic to think we can expect to have ten positive events for every negative event. We can't really control that, but what we can control is how we react to events.

Become knowledgeable to the point that you are expert about the company you represent as well as the products it offers and its pay plan. If the company you are a distributor for has regional meetings or annual conventions, go to them. They are usually a source of belief-building as well as information-giving.

Interacting with other people' similar to you is also valuable toward boosting your business-building belief system. Some companies offer phone conferences as ways to disperse information and to train their distributors. Be sure you are involved in those phone conferences. They are also a source of motivation and will definitely boost your belief system.

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You must try —and use —the products the company distributes. You can't expect others to try and use products if you don't lead by example. You will never believe in what you are doing unless you believe in the products you represent. Become an expert about the type of products you have and become an expert about each and every product that is available. I have found that when people know nothing or little about the products their representative company has, then their belief system is massively affected.

Boosting your belief system by becoming knowledgeable about the industry, company, products and pay plan are what I call your "external belief system." Although these are important and necessary, the real success of building your home-based system is belief in yourself. This is the foundation of what you do, and without a strong belief in yourself, you will be building your belief system on sand rather than on solid rock. Boosting your belief in yourself takes more work. And beyond that, it takes consistent and persistent work.

You see, when you have a strong belief in yourself, it is easier to overcome the negative events we are certainly going to have, and our attitude becomes one that will help us immune ourselves from the negative events that will come our way. I'm sure you've heard, "Your attitude determines your altitude." One of the best ways to work on your own belief system is by listening to motivational tapes, CDS or DVDs. There are excellent motivational tapes available both within and outside the network marketing industry.

Of course, Zig Ziegler comes to mind first.

Tony Robbins is well known in this area. <http://personalpower.com>

Randy Gage <http://primeconcepts.com>.

A personal and local friend of mine is Doug Firebaugh, who has an extensive website regarding motivation and self improvement

<http://www.passionfire.com>

If possible, begin each day by listening to a motivational tape; if not daily, certainly weekly. Without doing so, it just may be your nature to drift back into a "no belief" frame of mind.

Do you want to know the real secret of the 10% of the people who are successful in network marketing? They MAKE themselves successful. They don't rely on ready-made systems! They don't rely on others! They do whatever it takes to be successful. They come up with their own strategies based on goals, desire, education and their own belief system. They really ARE in control of their own destiny!

## ONE LAST COMMENT:

Surround yourself with like-minded, positive-thinking people. Unless you immunize yourself from negativity, the negativity of others who surround you will pull you down in a very short time, and you will begin to have doubts that will affect your progress. Self-belief requires Work on a regular basis. Once we stop working on ourselves, perhaps our "nature" takes over. You have the power! You ARE in control

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of your own destiny!

## **NETWORK MARKETING**

### **WHAT WILL "HAVING HOPE" COST YOU?**

Network Marketing! You know, the industry that makes claims of being able to make the poor rich through the act of referring others to a business with a pay-plan approach that is based upon a network marketing (refer others) model of business-building.

### **WHOM IS IT FOR?**

I've been involved in the network marketing industry for more than 25 years, and having that kind of experience over that length of time can certainly be a great producer of education and knowledge.

I won't get into the different kinds of pay plans and business-building models that tend to be found within the network marketing industry as that is an article all by itself. Instead, I want to provide you with what network marketing was originally based on and give my slant on whether there is any hope for the poor to become rich through network marketing.

### **IN ITS ORIGINAL FORM**

Network marketing, in its original form, was set up as a way to get products in the hands of many people. The idea was to market legitimate, usable products through a "refer others" process and people would then be paid commissions based on these products being sold. People who referred others (usually called sponsoring) would earn commissions determined by certain qualifications based on product purchases and, in some cases, additional factors as well. The main focus was on viable products being marketed with the bonus being that people could earn a nice income through that process.

### **TODAY'S NETWORK MARKETING**

As a result of modern computer technology, participation in network marketing has evolved into the main focus being MAKING MONEY, with the bonus being products that can be consumed or used by the participants as a way to qualify for commissions. In some cases, products are very questionable and often times are meant only to be available so the business/ program could be considered "legal." In a sense, the "making money" has become the real product.

This shift in "which comes first - the product or the making of money" has come about because owners and distributors of companies know what their potential distributors want to hear. People don't want to stock products. They don't want to sell products. In most cases, they don't even want to purchase products for their own use, which is SAD. They simply want to make money; thus, the promotion of businesses and their opportunities tends to focus more on the money-making aspects rather than the products. It's basically backwards from what the original intent was.

### **THE PROBLEM - WHAT PEOPLE ARE REALLY BUYING**

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You see, if there is a problem, it is not because of how network marketing was initially conceived. The problem, instead, could be how it is promoted. Why? Because of exaggerated claims and false hype that creates unrealistic expectations for those who get involved. Heck, just to compete with others, it seems “hype” has to be used. What is happening is that PEOPLE ARE BUYING HOPE! They are either not told what needs to be done to be successful at network marketing or if they are told, they don't hear what they don't want to hear. In many cases, they simply don't know.

Their hope is to get rich (after all, that is what they read), and in some cases, to get rich without doing anything. And if that isn't enough, to get rich in the next 90 to 180 days without doing anything! It's almost a lottery mentality.

## Network Marketing vs Conventional Businesses

I've heard statements like, “It takes money to make money,” or, “It's a rich man's game,” in order to really be successful in network marketing. I'm not sure how “success” should be defined, but I would say making more than you spend would be a good begin, but even defining it that way raises the question of “When?”

Almost any business requires some initial capital outlay and is based on that capital outlay producing an eventual income that is greater than the outlay. In conventional businesses, it requires a multitude of strategies to get people into one's store and to get products sold. Not only does that require money (capital), it also requires time for these marketing strategies to pay off in order to create profits.

The same is true of a network marketing approach. It requires several strategies to create profits and requires time for that to happen. Even with franchises that have successful track records of generating profits for their owners, it can be years before true profits are generated. The difference? Franchises have a track record upon which people can draw to plan their marketing strategies based on what works. It's become an art. The problem? Who can afford a franchise? Only the rich?

Network marketing, on the other hand, provides an opportunity to build a business without the kind of expense that is required to begin in a franchise or conventional business, but there still needs to be some kind of a marketing budget to build your networking business. Even if your approach is strictly on a person-to-person basis, your time has value.

So why the lure of network marketing? Look at these three statements and you will see what drives people when it comes to their desire for attempting a network marketing type business:

### **The Three Progressions of a Successful Network Marketing Business:**

I begin off making less money than I am worth.

I make enough money to justify my time and worth.

I make more money than I'm worth.

In other words, people have the hope of being able to progress from rags to riches, so to speak.

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## **DOES IT TAKE MONEY TO MAKE MONEY UTILIZING THE NETWORK MARKETING APPROACH?**

So, the question is, "Is network marketing a rich person's game?" The answer is, "Probably," but it doesn't have to be. You see, network marketing provides a way to earn money without having to build a brick and mortar store, without having to hire employees, without having to pay a lease or rent, without having to inventory products. It's through network marketing businesses that a person can actually begin an income-producing business for \$100 or less.

The real cost is determined by how you market or promote your business. Certainly if you try to promote your business via advertising, postal mail, purchasing leads, using Internet marketing or any other high-cost marketing approach, it probably is a rich person's game. Network marketing offers the opportunity to refer others via person-to-person as well.

There is less cost approaching people on a personal basis, but the problem is that most people don't want to do that; thus, they have to resort to more expensive methods to market and, although it may pay off in the long run, you gotta have money to make money and even then, there are no guarantees.

If so, then why do the "rich" like network marketing? Because it is a way for them to leverage their money into more money and even a residual income. For them, it's a way for them to work smarter rather than harder.

Why do the "not so rich" like network marketing? Because it provides them with the hope that they can change their lifestyle for the better. Even more than hope is the reality that it is possible, but it seems very few are successful due to all the factors necessary to really build a successful business. At what point can we no longer justify our expenses and time in relation to potential returns? In other words, when does reality trump hope?

What I have found is that the very people who need to make extra money often make poor decisions by spending money they don't have with the hope they will get a good return on their money. The problem is that they need to make money NOW, and they don't have the time or the know-how or the patience to persist over time. I have a "P-word" formula that goes like this: Profits = Patience Plus Persistence. This requires time and money - the very thing the not-so-rich don't have.

## **DOES IT HAVE TO BE THAT WAY?**

It doesn't have to be that Way, but the nature of people is such that they don't want to do the things they most likely need to do when they don't have money. In all honesty, a person who does not have much money to market their business over time either needs to do it on a strictly personal basis or they need to find a product they can purchase at wholesale and sell it at retail on a personal basis until they have enough money saved that they can use for the more expensive marketing approaches.

Outside of that, the best thing they can do is to be persistent over time doing

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what they can on a daily or weekly basis. If you have some money to put into marketing, you can speed up the process based on your budget; but there are no guarantees when it comes to advertising and utilizing marketing methods. The more hands-off your approach, the longer it will take for you to get your business producing profits and the more money it will take to do so.

## **THE REAL DRIVER OF SUCCESS**

I've found the real driver of success in any kind of business is PASSION. It's that passion to succeed that will even trump lack of money. People who have a passion for their business find ways to make it work whether they have money or not.

Along with this passion comes belief in their business, their products, their pay plan and the biggest of all —belief in themselves! If they get knocked down, they get right back up and go at it again. "Quit" is not in their vocabulary. Those people who have that rare passion have what I call their "Why."

They have a reason, a purpose and something they are specifically working toward. It's not the money that drives them. It's what the money can do for them that drives them to making it work for them.

I find these people are rare; thus, why only 5% or fewer truly are successful in network marketing. Actually, that's true of most endeavors.

## **HOW MILLIONAIRES ARE MADE VIA NETWORK MARKETING**

### **HOW ABOUT \$1,500 TO \$22,000 MONTHLY JUST FOR BEGINNERS?**

There is an secret to building a business, and it begins with understanding the numbers.

Bill Britt was one of the most successful distributors in Amway. Some years ago, 20/20 did a feature story on Amway. They spent 19 minutes interviewing winners and complainers—several distributors who had failed and showed the garages full of products they couldn't sell.

During the last minute of the show, Bill Britt was interviewed in front of his palatial home. He was asked, "Mr. Britt, this business has obviously worked for you. What's your secret?"

He replied, "There is no secret. I simply showed the plan to 1200 people; 900 said, 'No,' and only 300 signed up. Out of those 300, only 85 did anything at all. Out of those 85 only 35 were serious, and out of those 35, 11 made me a millionaire."

Like Mark Yarnell (who made millions with NuSkin), Bill worked through the numbers. I always refer people back to my "P-Word Formula": Profits = Patience Plus Persistence!

**THAT is how Bill Britt became a millionaire!**

**That is how Mark Yarnell became a millionaire!**

**That is how YOU can become a millionaire!**

You see, ANY business is a numbers game, plain and simple, but it's a game of persistence over time. It's like prospecting for gold. You filter through the "stuff"

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until you find a few valuable nuggets.

Stack the odds in your favor, play the numbers and keep a steady flow of NEW business to YOUR business. People may not be duplicable, but systems are. Anyone can hand out or mail out a postcard.

Reaching that \$1,500 - \$22,000 monthly income will happen for those people who show patience and persistence over time. They take action to find those special people who will build their businesses for them as they build for themselves.

## **THE COST**

I've heard the phrase, "Hope Springs Eternal." This simply means that as long as we have hope, we have a reason to do what we do. Hope is always there for us, and it is up to us to latch onto it. For some people, hope gives them a mission and a purpose in life. It gives them a reason to get up daily. We all need some form of hope as that often motivates us to do what we choose to do.

There is a cost connected to hope. Just look at the millions of dollars that are spent daily on lottery play. Some will say, "You can't win if you don't play." It's the hope of winning the big one that motivates lottery players to play. Even when they lose, they have that hope that the next one will be a winner, plus they look forward daily to "that next draw," which their hope is wrapped around.

This article isn't about playing the lottery, but about the hope of creating extra income. Whether it is just a few hundred dollars or thousands of dollars or tens of thousands of dollars, it is the hope of such that can drive us to making that happen. Obviously, we consider and get involved in any income-producing venture based on the hope of what it can do for us. Certainly we need that motivation, but at what cost?

## **UNREALISTIC HOPE?**

Some people get involved in business/ income opportunities based on an unrealistic hope. It's almost like they have a lottery mentality when they say, "Yes, I want to do this program." Perhaps they just don't know or maybe they are simply hopeful, but any kind of program requires more than hope to create that lucrative extra income these types of programs boast.

Hope is an excellent reason to begin, but what people should be saying is, "Yes, I want to FOCUS on this program to make extra income happen for me!"

That isn't to say there is not some luck involved when building an extra income, for there is. But based on some important success factors, building a multithousand-dollar income has definite possibilities.

Unrealistic hope is present when a person uses the phrase, "All I have to do..." in their program-building approach. Those who earn thousands of dollars stay focused and do multiple things over a period of time. Definitely, hope will help drive one to continue, but hope alone won't build an income.



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## **REALISTIC HOPE?**

Because America is the land of opportunity, hope can be a realistic fuel that drives people to earning thousands and thousands of dollars via an honest, money-generating program. While hope is the reason to do something, certain motivators are the reasons to put hope first, though we see money as the big motivator; it's what the money can do for us that gives us reason to move past hope and take our desires to the next level.

Action! Instead of "load, aim and fire, " it's "hope, choose and act."

Realistic hope is your knowing you really can do something by your willingness to turn hope into action, thus creating a desired outcome. Many income-generating opportunities offer just that - the opportunity to take what they provide and leverage it into a lucrative extra income.

## **THE COST OF HOPE**

So, at what point is the cost of hope too expensive? You see, some people want to accomplish too much in too little time based on their available budget. They want to build that multithousand dollar extra income based on a penny budget.

You've heard the phrase "I've got champagne tastes on a beer budget."

Also, you've heard, "It takes money to make money."

There is a cost to building any income. In fact, even multithousand dollar income earners spent more than they made when they began their first business. That's the nature of any new business. So the question becomes: "At what cost can I 'not' make money, yet continue to build my income?"

This is where hope drives us because there are three levels of earning extra money, and our goal is to reach that third level. We all want the third level first, but everyone has to go through the first two levels to get to the third. You see, if we didn't have to do that, it would simply be a lottery - something we have no control over.

Level 1 — I spend more than I make, which is not paying for my time and expenses. I'm not getting' paid what I'm worth!

Level 2 — I am earning some income and able to cover my expenses and even making some profits! I'm earning about what I'm worth.

Level 3 — I am earning huge amounts of money without having' to work so hard at it. I'm earning' more than I'm worth.

The difference is, some people have a larger expendable marketing budget. They still have to go through the first two levels, but the difference may be "time," It may not take them quite as long to get to the third level. On the other hand, even people who have smaller budgets can create a lucrative income. It just takes longer for them; but the third-level goal is still within reach. It all boils down to your being realistic and doing what you can do over time. You've heard:

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***Some people hope things happen!***

***Some people make things happen!***

***Some people just wonder what happened!***

When it comes to building an extra income, hope can get you going, but only when you can put hope into action over time will anything happen. For those who want to earn more than they are worth, it requires initial focus over time, and even a little good luck helps. My dad always told me, "Son, you create your own good luck."

My P-Word Formula pretty much says it all: Profits = Persistence Plus Patience Plus Prayer.

The good news is that network marketing provides a way to reach Level 3 in such a way that anyone can do it over time with the right focus. It's simple! It's easy! Because of the snowballing effect to building an income, it is possible to leverage a little money into huge sums of earnings.

Even Donald Trump says, "If I had to do it all over again; I would get involved in a network marketing program." Donald knows the power of leveraging oneself through others!



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## **YOUR ATTITUDE CAN BE A DEAL BREAKER**

### **DON'T LET OTHER PEOPLE'S ATTITUDES CREATE ONE IN YOU!**

I deal with people with regard to online business building. I come across people daily who have negative attitudes. I have two rules I abide by when I come into contact with a person who has a negative attitude:

1. I stay away from them.
2. I keep them away from me.

You see, another person's negative attitude is like a poison that uncontrollably flows with no boundaries. It can attack and drag a positive person down if he/she is not insulated from such. Think of it as a virus, but one you can protect yourself from.

### **WHY ARE THERE NEGATIVE PEOPLE OUT THERE?**

Who knows! Who really cares? Their negativity could be a result of a variety of things. This essay is not written to determine why; it is simply to let you know there are those people who are negative-type people. For the most part, it is a lifestyle for them and that is the main reason why they are usually stuck in "unhappiness" and even in a kind of poverty.

How do you spot a negative-type person? It's easy! You will recognize them by what they say and how they say it. They will usually find you because one of the characteristics of a negative person is that they like to attack whom people they think may be successful. Rather than being accountable for their own failures, they hope to pin their failures on others.

For those of us who are in business that is based on "people" (and most businesses are), we all need to insulate and inoculate ourselves from negative people.

### **FOR ME, I HAVE TWO APPROACHES:**

1. Ignore them!
2. Tell them, "I like to surround myself with positive-minded people, and based on what you are saying and how you are saying it, you do not qualify. I wish to have no further contact with you."

Quite frankly, I don't need them, and they certainly have no use for me based

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on their own situation. Certainly, I could be compassionate about their circumstances, but I don't have to accept their negativity. It's a virus that I can choose to keep out of my life.

In addition to insulating yourself from negative people, continue to work on yourself by thinking positively, reading self-help and motivational books and reminding yourself that negative thoughts lead to self-doubt and, eventually, loss in belief in yourself. Simply be proactive because a negative attitude is a deal breaker!

## **HOW AVERAGE PEOPLE EXCEL IN NETWORK MARKETING**

### **DREAM BIG DREAMS**

Why do ordinary individuals often seem to achieve so much more than the above-average fast-trackers who get bored easily? They are not geniuses; they are just ordinary people who set their sights high and then find a way to achieve their goals. If other average guys and gals can dream big dreams, so can you.

### **THE AVERAGE PERSON IS NOT A GENIUS**

Average people who are successful are not geniuses. They merely have ordinary qualities and have developed those ordinary qualities to a more than ordinary degree. You don't need talent to succeed. You need to learn self-discipline.

All you really need is a big pot of glue. You smear some on your chair and you sit down and you stick with every project until you've done the best you can do. Average achievers stay glued to their chairs and postpone pleasure so they can reap future dividends such as a RESIDUAL INCOME.

### **APPLY SELF-DISCIPLINE**

Work hard and build your business step by step, applying self-discipline by simply being patient. Average achievers are not looking at the top as many so-called fast-trackers tend to do; but they look towards the next step above. Take your business one step at a time - from achiever, to empire-builder, to superachiever. Broaden your knowledge base and teach others to do the same. The best ability is dependability. When others learn that they can depend on you, you will find that you can depend on them.

If you like being your own boss, you already have an advantage. Force yourself to be creative. It will enlighten and brighten your life. There is nothing more powerful than a person with an average mind who holds his or her head high and goes about life with zeal and surety.

### **THE AVERAGE ADVANTAGE**

If you have experienced defeat in a network marketing program - perhaps because the company went out of business - don't procrastinate or hesitate. Accept the challenge and bounce back from defeat. Abraham Lincoln could have been destroyed by his seeming ordinariness. Instead, he went on to greatness while giving new meaning and dignity to what the world considered "average." As Abe Lincoln was once quoted as saying, "God must love the common people, because he made so many of them."

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Be both grateful and thankful that you are an average person like the rest of us. Use that to your advantage. Work harder and be more determined than ever to succeed. No one ever excused his way to success. The miracle of a network marketing business is this: The more we share, the more we have. If you wait, all that happens is that you get older. "The surprising thing about young fools is how many survive to become old fools."

For your information, an average person's IQ is between 80 and 110. One out of every 50 people rate as very superior in intelligence, with an IQ over 132. The potential genius with an IQ of at least 147 occurs once in every 1000 births.

Now that you-know where you stand, does it really make any difference? Will it make you work any harder? Sure it will.

## **SUCCESS OR FAILURE**

Any endeavor is based upon a number of factors. No matter what one may be pursuing, there are obstacles that one must overcome to make it to the top and yes, it doesn't hurt to have some good luck along the way. Success in network marketing is based upon the ability to convert initial responders to loyal, every-month participants. It is through their continued monthly support that a RESIDUAL INCOME is earned.

Success seems to be dependent upon how persistent and how patient a person is. The above is my formula for success. Unfortunately, persistence equates into dollars available for spending on the program; and patience equates to having to wait longer than one really wants to wait to see a profit.

If a person expects too much to happen in too short a time, discouragement usually sets in and the person is once again looking for another opportunity, only to find the same thing happen.

Even a McDonald's business franchise takes five years before one can see a profit - and the initial capital investment is tremendous.

"Teamwork is the ability to work together toward a common vision and the ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." — Anon

Almost anyone can build a successful business over a period of time. It requires building a base of downline participants that is large enough so that it will grow on its own. Once you have a solid base, then you are not the only one working your business.

The question often asked is, "How about the little person—the one who can only sponsor one or two a month?" Yes, that person can also become successful; however, it takes much longer and it is easier to become discouraged because things take place so slowly. Personally, I feel that if a person cannot sponsor one or two people a month, he or she is not yet ready to do the things that are necessary for sponsoring.

I might also add that a person should never spend all of his/her Social Security

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check or rent money in hopes that some quick money will be made. That is the surest way to failure, and it will happen over and over again because people like that are constantly looking for a quick buck, and all they end up doing is spending more money getting in and out of programs, looking for an answer to their dreams.

If you have reached a point where you have become discouraged or you have not been successful, there is only one answer. You have to keep sponsoring. Sponsoring is the lifeline of your business. You must sponsor more - either by mail or by word of mouth. Sponsoring means people buying products, which means commissions for you. If you don't want to go out and personally sell products to your friends and neighbors, then the only answer is sponsoring.

On the other hand, if you do want to make money by directly selling products, you can always earn a good profit by simply selling any of the many excellent products that are always available.

I have found that the people who are successful in network marketing usually are people who are successful in almost any or every program that they can get into. Some people simply know how to be persistent and patient enough to build an organization in any type of business venture.

Faced with the choice between changing one's mind and proving there is no need to do so, almost everyone gets busy on the proof. — John Kenneth Galbraith

### **HOW CAN I GET RICH?**

J. F. (Jim) Straw speaks truth from his heart because he can speak from personal experience. Let Jim tell you how you can get rich:

### **HOW CAN I GET RICH?**

#### **BY**

#### **J. F. (JIM) STRAW**

1) I learned very early in life that the **ONLY** way to make money was to "sell" needed items to people or do something for them they couldn't, or wouldn't, do for themselves.

2) I learned to "make do" with what I had until I could get what I needed to do a better job.

3) I learned that I had to do anything necessary (but legal) to get to where I wanted to be, even if I didn't like doing it (especially if I didn't like doing it). You can do **ANYTHING** you need to do until you can do what you want to do.

4) I learned to never ask anyone to do anything for me that I wasn't willing to do myself. And everyone who has ever worked with me has taught me about what they have done for me and how they did it. After awhile, I could do it, too - but - maybe not as well as they did.

5) I learned to "pay" for what I wanted. If I couldn't afford it, I saved up to be able to afford it (sometimes it seemed like forever).

6) I learned that no matter how long it took to achieve my goal (whatever it

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was), it would have been just as long if I hadn't persisted, but I would have accomplished nothing.

7) I learned that NOTHING is as easy or as fast as it should be. It only gets easier and faster when you know how to really do it - and - learning how to really do it is just a matter of doing it over, and over, and over, until you finally find out how it works. Of course, if you give up after the first (second, third, or fourth) try, you'll never do it.

8) I learned most of what I know from my mistakes and failures. My successes never taught me anything; they were only based upon what I had learned from my mistakes and failures. (That's why those who are afraid to make mistakes, or fail, never achieve the success they desire.)

9) I learned that my most prized possessions were my customers; people who, directly or indirectly, paid for my lunch every day. (That's why, unlike my contemporaries, I reply to my customers' emails personally.)

10) I learned that "money" is NOT an end unto itself; it is only a way of keeping score. (The saddest people in the world are those who are forever chasing the almighty dollar, and the vast majority of them have no real respect for money.)

11) I learned to ASK for what I wanted or needed and to graciously accept a "NO" as readily as a "YES."

YES, you can get rich, but you'll have to do it yourself. No one will do it for you! I get tickled by people who want to begin at the top of the ladder. For some unknown reason, they honestly believe they are better than I am, since I had to begin on the bottom rung and climbed up one rung at a time.

When I mention the above, I often hear, "Yeah, I could do that but it will take too much time. I need money now and I don't want to just make a little money, I want to get rich."

Sorry, you'll have to begin where I began. Do what you need to do to make a little money. Then, do more and more of it to make more and more money. As you make more and more money, the greater the opportunities you will have to make even more money.

### **NOTHING SUCCEEDS LIKE SUCCESS—EVEN SMALL SUCCESS.**

The more things you don't want to do, the fewer and fewer things you will do until you are doing as most people do: NOTHING but dreaming!

I can teach you "how" to do it but you won't get it, until you actually begin doing it yourself.

### **YOU GOTTA HAVE THE WHY TO GET THE WHEREFORE**

Network marketing is a business of emotions. I'm talking about emotions that will put you as high as the sky and as low as the deepest valleys. Those who are successful at network marketing are those who are persistent enough to overcome the deepest lows, but before you can experience the highest highs, you've got to have a "WHY" to motivate you to build your business.

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Remember this statement because it will be the one thing that determines what you will do with your business:

Everyone needs something that will push them to take action. It's called your "WHY." Your WHY is what it is you want out of life and is what motivates you to do things you may not ordinarily do. A WHY may have monetary value, but it's something you can visualize. It might be a house, a boat, car, college education for your children, a retirement plan, a vacation, an event, etc. The main thing is, it is something you long for deep down in your gut. You want it so badly you are willing to go out and do things to make it happen. In other Words, your WHY must mean so much to you that you will do almost anything (that is honest and legal) to make it happen.

Just as an example, I had a WHY eighteen years ago. My WHY was to get out of a stressful job and get in control of my life by working for myself rather than being a slave to others. I wanted it so badly that I was consumed with the idea and the vision. I could actually visualize my working out of my home, NOT going to work, and being home to see my children off to school. The thought of seeing my children off to school rather than their seeing me off to work was etched in my mind. My WHY was so great that I was willing to basically work two jobs to make it happen, and it did, five years later.

When the WHY is big enough, the WHEREFORE appears. This means that most people don't even know how they are going to make things happen until after they identify their WHY, and then the mind begins coming up with ways to accomplish the WHY.

## **WHAT TO DO**

1. Identify your WHY! Write it down! If it can be seen, take a picture of your WHY and put it Where you will see it each day. For example, if it is a car you want, get a picture of the exact car you are Wanting and put it Where you will see it each day.

2. Determine if your WHY is big enough to make you do things you would not ordinarily do; things that will cause you to step outside of your comfort zone. How do you determine if it is a big enough WHY? It's all about how you feel. It's an inside feeling deep down in your stomach. It's almost like it consumes you, causing you to lose sleep at night. It's a feeling of "I can make it happen" because you want it so much.

3. If you have that "I will and can do it" feeling, make a decision to pursue your WHY by stating out loud, "I am going to get my WHY by doing what I have to do in order to make it happen."

4. Set reachable, realistic goals based on your resources.

5. Develop an action plan to use as a strategy to reach your goals.

6. Focus and persist over a period of time.

Clues to Knowing that Your WHY is Still Too Small



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I mentioned above that unless your WHY is large enough, nothing will really change. Here are some clues to determine if your WHY is still too small to really get you what you want:

1. You have dreams, but they don't consume you.
2. You think about pursuing your WHY, but you really never get it off the ground.
3. You begin working toward your WHY, but you lose interest before you really progress far enough.
4. You claim you don't have enough time to pursue anything else.
5. You use lack of money as an excuse.
6. You tell yourself you don't think you can do it.
7. You Want it, but you don't feel it.
8. You procrastinate your decision to begin.
9. You tell yourself you are too tired.

People who have a big enough WHY also are able to come up with the WHEREFORE to get what they want. Rather than being tired, they are energized. Rather than not having enough time, they maximize their time. Rather than procrastinating to make a decision, they take action. Rather than using lack of funds as an excuse, they figure out ways to utilize what they have. Rather than a feeling of apathy or lack of confidence, they are positive thinkers and take on a "can do" attitude.

If you've got a big enough WHY, you will have the WHEREFORE!

WHY?

WHY NOT?

## **SUCCESS SECRETS**

### **SUCCESS IN ALL YOU DO**

Secrets of success are the tools for success and can be used to achieve success in any venture you attempt. Here are some of the most important ones to remember.

The best way to remember is to teach someone else. Practice makes perfect, which makes your goals all the more achievable.

### **SETTING GOALS**

Short term. Set some short term goals for six months to two years from now. Don't set them too low. Be realistic about what you can accomplish and set your goals a little higher so you'll have to reach for them.

### **TIME TABLE TO ACHIEVE GOALS**

Set up a time table that will lead you to the accomplishment of the goals that you set. You need a planned approach that you can follow to keep you on track or you will not know if you are on course or not.

### **WHAT YOU CAN DO NOW**

Begin NOW. Your time table should begin now. Far too often, when we begin

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striving toward the goals we have set, we look to the future to do something. You need to begin now. What can you do now to begin the ball rolling?

## **BE FLEXIBLE - BUT PERSISTENT**

You need to be flexible but persistent in your seeking for success. As your knowledge increases, your ideas and needs change your goals; or your plan to achieve your goals might need to change. Be flexible, but do not quit trying to achieve them.

## **DON'T MAKE QUICK DECISIONS: THINK THEM OUT**

Decisions are important. They can determine success or failure and need to be made with knowledge and understanding. Sometimes they have to be made right away, but still take the time to think them over first. Also, staying on top of things will help make those decisions a little easier.

## **WORK! DON'T WORRY!**

Worrying will not accomplish a thing except to prevent you from working. If you work and do your best, you should not have to worry.

## **YOU MUST HAVE A BURNING DESIRE TO SUCCEED**

If you want something badly enough, you will achieve it. If you just think you want it, you will be led astray by every distraction that comes your way. You can succeed if you really have the desire.

## **YOU MUST KNOW WHAT YOU WANT AND DON'T STOP UNTIL YOU GET IT**

Do you know what you want? Write out exactly what you want, maybe even put a picture of what you want where you can see it every day. And then do not stop until it is yours.

## **YOU MUST MAP OUT YOUR BATTLE PLAN**

If you know what you want, do you know how you are going to achieve it? You must have a battle plan; otherwise, you'll spend a lot of wasted time.

### **Believe In Yourself**

If you don't believe in yourself, then who will? Confidence can carry you a long way. When it seems that nothing is going right, if you believe in yourself, then you can still believe you can achieve success and keep going.

## **LEARN TO OVERCOME ROAD BLOCKS IN YOUR WAY**

Road blocks are part of everyone's climb to the achieving of success and are something you just have to learn to deal with. Any road block can be overcome if you don't give up but keep looking for a way to overcome it.

## **DON'T SHORTCUT YOUR ACHIEVEMENTS**

Achievement is what you are striving for, and when you do achieve a goal or part of a goal, enjoy it. When you have something to brag about, brag about it. It will give your confidence a boost and help you achieve more.

## **DON'T RELY ON CHANCE OR LUCK**

People achieve success with knowledge and hard work. They don't fall into it

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or sit back and let it come to them. Success is an achievement; not a gift.

## **SUCCESS BEGINS AT HOME**

You need your family behind you to give you support. If your family life is successful, it will rub off on your other achievements.

## **DEVELOP A PERSONAL PHILOSOPHY**

You need to develop a motivating force and philosophy to lead your life.

A You need to motivate every act to achieve something.

B Realize that idle time is wasted time.

C Your future depends on your efforts and what you achieve.

D Working with people is very important. You need to develop this ability.

E Persistence and strong desire can overcome inabilities.

F If you have the willingness and desire to take the risks necessary to achieve your goals, you cannot help but gain success.

## **CONTINUE TO LEARN**

Continue to gain the knowledge and education to help you move toward your goals. Learn from reading, from experience, and from other successful people. Knowledge is always increasing and changing. Keep in touch with the world around you.

Building a business is truly an art, but one that can be learned! As a networking business specialist and creator of my own business, it's my hope and desire to provide information to people about the art of building a business. I love the networking industry because it is our vehicle to escape the J.O.B. trap. For years, I wanted to "fire" my bosses, and when I finally gave them their pink slips, I gave myself freedom from the daily rat race. You can, too! If you have not yet been able to get your freedom, I hope somehow you will become motivated and encouraged to work toward your own freedom from J.O.B. or whatever bondage you might be under.

## **PUT THESE SUCCESS SECRETS INTO PRACTICE IN YOUR EVERYDAY LIFE**

Success is found on the opposite side of "good enough." The path of least resistance often yields the least amount of success. To succeed in this world, you have to change all the time. We must risk failure to achieve success.

The quest for success is not always a comfortable journey. The one constant trait of successful people: They continue to place one foot in front of the other.

Success is just a little effort away. Successful people do what unsuccessful people won't. Success comes to the man or woman who gives more than they receive. Success has very little to do with intelligence.

The above quotes were taken from Successories, Dare to Soar.

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## **HOW TO PROMOTE YOURSELF THROUGH YOUR BUSINESS THE ART OF BUILDING A BUSINESS THE FIRST STEP**

I want to give you a BIG hint about how to begin your journey to financial freedom. It has to do with taking what you are doing seriously and calling yourself a business from the beginning. I remember when I first began my journey in network marketing. I knew I had to give myself a name—a company image, so to speak. In fact, that is how I involved my wife. Her name is “Jan,” so I called my company JAN-L Marketing, Inc. Even though I initially had nothing to show for it other than a name, I knew I had to provide a successful business image. People are attracted to positive and successful people, so it became immediately apparent that a successful and positive image had to be projected from day one.

What does that have to do with you? It's simple! How you project yourself to others is what attracts others to you no matter what venture you choose to participate in. Part of “The Art of Building a Business” is to project yourself as a serious and professional business. Remember: You are the head of your own business, and your success is going to be partly determined by how you are perceived by others.

### **A BIG MISTAKE MADE BY 90% OF NETWORK MARKETERS**

A mistake that 90% of the network marketers make (only because no one told them) is that they promote other businesses rather than their own. They promote themselves as “independent distributor for XYZ company. The problem with that is that XYZ companies come and go. You should be promoting YOU first, regardless of what company or companies you might be using as your vehicle to promote you.

Just to give you an example of what I am talking about, my business cards read “JAN-L Marketing, Inc. .... Business Marketing Specialists” with my name and address included on the card with a logo of a globe on the card as well as my email address. You see, that gives an image that I can promote all over the world (thanks to the Internet) and it promotes JAN-L Marketing, regardless of which program or programs I might be involved in. I saw another business card that read, “Eagle's Wings . . . Soaring to New Heights of Freedom” with a beautiful picture of a golden eagle on the business card. This person was promoting himself first and doing so via a couple

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of top-notch network marketing companies. It must be working because I know he is earning more than \$25,000 monthly via networking.

## **SO HOW DO YOU PROMOTE YOURSELF?**

The best way to begin promoting yourself is with BUSINESS CARDS! Whether you want to believe it or not, people first “size you up” based on: (1) whether you have a business card; and (2) what the business card projects.

For some reason, people take you seriously when you can pull out or send them a business card. The business card is confirmation that you are seriously in business.

You might say, “I don’t need a business card on the Internet or when I am talking to someone on the phone. Actually, you have the capability of a business card on the Internet. It’s called your “signature” In fact, you can design your signature to look like a business card. On the phone, your business card is your voice; how you project your voice with seriousness and excitement. However, it goes beyond that.

Communication and follow-up goes beyond the Internet and a phone call. Many times people will ask you to send them more information via postal mail; and I’ll

guarantee you that you wouldn’t want to be caught without a business card when you mail out information. Your business card is your signature file or voice offline. It’s your confirmation to others that you are taking your business seriously.

## **PROFESSIONAL BUSINESS COMMUNICATIONS**

Another way to promote yourself is through your letterhead. By having professionally printed letterhead that promotes YOU, you are projecting yourself as a serious and successful business. You should coordinate your business letterhead to your business cards.

A third way that you project a serious and successful business image is to have your own company #10 envelopes that show your name and logo in the return address section. Also helpful are #9 return envelopes that have your company name and address already printed on them to make it easy for others to reply back to you.

The above items are all extra expenditures, but are necessary if you are seriously in business for yourself. Actually, these items are the least expensive way to advertise and are well worth the cost. Additionally, you will find your own confidence gets a real boost when you have the above-mentioned items because not only will you FEEL like a serious, successful business, but you will LOOK like a serious, successful business.

Consider how you feel when you purchase a new outfit to wear. It makes you feel good because you know it is projecting a better YOU! If you have to make an initial choice as to what to begin with, begin with business cards.

They are easy to hand out and easy to take with you. You will want your business cards to look good! A full-color multicolored business card will separate you from many others. You will want to have a business card that looks so good when you

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hand it out, people won't want to throw it away.

## **IN SUMMARY**

In summary, I would like to emphasize the importance of your being a serious business and your looking like a serious business. Image is so important, and you get only one chance to make a good first impression. Your business card can make that impression for you, and with the right card, you can make a very effective first impression.

Also, remember to promote YOU! Yes, you can mention the name of the company you are promoting, but promote YOU and YOUR business, with your being an independent representative of XYZ company. When designing your new business card, give yourself a name, a logo, an image that you can be proud of regardless of the company you are participating in. Networking is YOUR journey to FREEDOM. Promote YOU and YOU will be on your way!

## **PRESENTING THE BEST YOU!**

### **THE ART OF BUILDING A BUSINESS BEGINS WITH YOU!**

In one word, this section is about "COMMUNICATION." I will be writing about Communication—the art of listening; the art of communicating in written form; the art of reacting and the art of verbal communication.

Many of you have probably read many articles and perhaps even listened to tapes on communication, even the art of communication. A good part of the art of building a business has to do with the art of communication.

### **THE LOST ART OF COMMUNICATING**

The Webster dictionary defines communication as "a giving or giving and receiving," thus, the LOST ART OF COMMUNICATING. I call it a lost art because most of us don't realize that LISTENING is the most important part of communicating and is also the easiest—if we do it. The problem is that most of us don't do it.

We think communicating is the act of dispensing information to others rather than receiving information. I'm sure you have heard the phrase, "God gave us one mouth and two ears for a reason."

### **LISTENING IS THE FIRST PART OF COMMUNICATING THAT WILL MAKE BUILDING YOUR BUSINESS MORE EFFICIENT**

I guess I have to ask, "How can we sell something to someone if we don't now what they want?" We can only find that out by asking questions and listening to the answers. If we listen to people, we often find that it is not money they want, but a "college education" for their children or a "larger home" or "freedom from a hated job" or "extra money for a long-deserved vacation" or a "retirement free of economic bondage" or, well, you fill in the blank!

You see, money is only the transfer medium to get people what they want. So often (and I am guilty of this) we talk to people in terms of money, but if we LISTEN to what it is they really want, we will become more effective business builders be-

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cause we LISTEN FOR A NEED and then show how what we have can fill it!

Why is listening so difficult? Because we are so excited about what we have available for people, we tend to lose sight of other people's specific needs and wants. It's also a lot easier to talk in general terms (money) rather than to focus in on specific needs.

Do you want to get someone's attention? Just find out what their top three "wants" are and then turn around and ask a very simple question.

For example, let's say, through a process of asking a question or two, you LISTEN to an answer of "I Want my wife to be able to stay home with our children rather than leave them at the day care." Now you ask, "If I can show you something you can do out of your home that will provide you with a way to have your wife stay home with your children each day, would you be interested in knowing about it?" Or "I have something I would like to share with you that could be the answer to allowing your wife to stay home with the children each day. Would you be interested?"

You see, when we talk about "money," the term is so general it actually becomes diluted because we have not hit the "hotspot" of what money can do. It gets dispersed over several things, and when that happens, it loses its effectiveness. Let's try something! Say to yourself, "I want (fill in) xxxx amount of money." Now think of a specific need or want you desire and say, "I want to... ."

My desire . . . my passion . . . my hotspot was that I wanted out of my job and wanted to work at home with me being my own boss.

When I say something like that, I get a feeling deep in my gut. . . I know want because I can feel it deep in my gut. But when I say, "I want money," it provokes a completely different feeling.

Try it! Do you get a real special feeling when you state what it is you want that is more specific than money?

One might say, "But it's money that buys what your passion or desire is." Not necessarily! We can't always assume that money will provide the necessary need or want. That is why we must LISTEN to see what the need is, and it may not have anything to do with money.

## **APPLYING THE LISTENING PRINCIPLE TO BUILDING YOUR BUSINESS**

Let's look at how we can apply this principle to building your business. First of all, I have to assume you believe in your business and know enough about it that you are able to show people how your business opportunity can fulfill another person's need(s).

What I am about to tell you is the part that takes time and effort. You must discover the need and then show how it can be fulfilled through what you have to share with the person. That means you must communicate with people in such a way that you connect with them and begin building a relationship \_with them.

Asking questions and LISTENING, then, provides the basis of discovering what a person's needs are. This is true whether you are building your business via Internet,

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mail, person-to-person or whatever. It's really an attitude of putting others first; you know, a "What can I do to help you?" type of attitude. Do you know what usually happens when you put others first? In the network marketing business, you automatically take care of yourself. In networking, you've probably heard the saying, "Help people get what they want and you automatically get what you want."

As you communicate with others, keep notes and show an interest in them. I will say this: If your motive is "I want to build a relationship so I can sell them on my opportunity," it Won't work! The relationship must be real and sincere. The relationship must be the priority, with the ability to share something to fulfill the need as a bonus to your relationship.

The Internet gives us the ability to develop and build relationships quickly, but the Internet also makes it easy to build a "numbers" business rather than a "relationship" business. A "numbers" business will fluctuate by the numbers of people coming and going in your business. A "relationship" business will grow because there is a type of bonding that took place before the business aspect.

I might add that I am not ruling out the possibility of recruiting and sponsoring someone in your business first and then developing a relationship with that person. That happens all the time.

I'm just saying that there is something special to communicating with a person, listening to his or her needs and sharing how what you have can fulfill those needs and then building a business together.

### **IN SUMMARY**

The art of communicating includes the art of listening, and through the art of listening, a whole world of opportunities opens up. Building a network marketing business is really a people business. Those who communicate best tend to build a following of friends, which often transfers into the building of a business.

### **WHAT PEOPLE SEE IS A MIRROR OF YOU**

I had a secretary who told me, "What people see from you in written form is a 'mirror' of you." Ouch!

That has stuck with me all these years, not that I necessarily practice what I preach, but rather, I know now what I SHOULD do. I'm not one to want to proofread and check over and over again for minor-focus mistakes; after all, it's the message I'm interested in; however, I realize impressions are more than the message itself.

My wife was a high school English teacher, and could certainly take care of me IF I would take time to let her do it.

### **PRESENTING A PROFESSIONAL IMAGE**

One of the first things that can be done when communicating verbally with people is to present a professional image. Since we are really focusing on building a business, it makes sense to have a letterhead with your personal or business name on it. That includes the address and phone number and even the email address if you are online.



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I would also like to recommend that you consider a logo that sends a message of credibility and seriousness about what you are doing. If you are creative, you might consider developing your own logo—a one-of-a-kind logo that people will be able to relate only to you. You become the logo and the logo becomes you.

## **HANDWRITTEN OR TYPED?**

Some people will say that a handwritten letter sends a message of warmth and is more personal in nature. That may be true when writing a friend or relative a personal letter, but this is about building a business. How many business letters do you get that are handwritten? A business letter should be in a typed format. If you don't type, then you need ready access to someone who does. This is especially true if you are preparing a mailing of information to several people.

If you have your own personal doctor, lawyer, accountant, financial planner, etc., you might as well add your own personal typesetter to your list of people who make you feel and look good.

### ***A Typesetter Is Someone Who Does More Than Make You Look Good!***

Typesetters are those people who have necessary skills to make the written word look good. Most typesetters know how to use computer publishing programs that include numerous graphics and typefaces. I say we need someone who is more than a typesetter for us. We need someone who goes beyond just making us look good.

We need someone who can make us sound good as well. That means being able to master the English language for us or to take our thoughts and use appropriate words to convey them appropriately. Now, I'm not talking about a copywriter unless you are willing to pay big bucks for their services. I'm simply talking about a typesetter who has additional skills beyond just making what you say look good.

I've been lucky! I have found a typesetter who not only makes me look good and not only makes me sound good, but also knows the network marketing terms and "lingo." Wow, does that come in handy. In other words, I have found a typesetter who is also a network marketer and fully understands what I am trying to convey when I give her work to do. It's nice to give her my words for my sales piece and then to let her make me look good and sound good in networking sense!

## **YOUR MAILING PIECE**

Whether it is online or offline, your mailing piece should be informative, yet easy to read. I am really surprised at the number of poor copy pieces I get in the postal mail daily. I don't even consider them. On the other hand, when I receive a quality package of information, I tend to look at it even though I may not have any initial interest. There is something about an attractive, professionally done package of information that is just nice to look at.

### **YOUR MAILING PIECE SHOULD ATTRACT ATTENTION**

When mailing to people and trying to communicate with them, somehow, you need to initially get their attention. I can do a complete series just on "mail-order"

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and building a business by mail; but for this article, I simply want to state that part of communication in written form is getting a person's attention.

## **AN EXAMPLE OF ATTENTION-GETTING**

Let me give you an example of how I try to get people to look at what I have. Right now I am doing an offline promotion that simply attracts people to my voice box to listen for some initial information that I have. I provide a free information package to those people who have enough interest to leave their name, address and phone number.

When they get my package, the first thing they see when they open the envelope is a "one million-dollar bill." You should see it! It looks so real! On top of the million-dollar bill is my professional-looking business card and under the million-dollar bill is my cover letter that says: "You made a million-dollar decision by requesting this information, but the real million-dollar - decision is to go ahead and read this information."

Do you think most of the people who open that envelope might just take a look at what is inside? It certainly increases the possibilities.

### **Including Other Information When Communicating**

Often, we want to support what we are doing by including other information that adds credibility to our project or opportunity. That is why it is important for your chosen company to provide you with (usually at a cost) professional-looking sales pieces or support information.

When you combine your professional-looking information along with the professional-looking information from your chosen company, it makes for a very professional and effective way to communicate with others.

## **IN SUMMARY**

### **WHAT YOU SEE IS WHAT YOU GET!**

When you project yourself as a successful professional, first-class entrepreneur in written form, people see you as a successful, professional, first-class entrepreneur. People like to be associated with successful people. Yes, image is almost everything. If your written message looks like you did it on the back porch in your cutoff shorts, then the reaction and response will reflect it. If your written message looks like you did it while in your business suit from behind that huge mahogany desk of yours, then the reaction and response will reflect that as well. Why not write your message in those cutoff shorts from the back porch, but make it look like it came from your "business-suited, behind-the-desk" ego and have the best of both worlds!

Remember, written communication is a mirror of you!

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## **VERBAL COMMUNICATION: THE ART OF SPEAKING**

The art of communication, as part of the art of building your business, includes verbal communication. Notice I didn't use the word, "speaking," although speaking is part of the art of verbal communication

### **SPEAKING AND SEEING**

People are very quick to judge others, and their first form of judgment is based on what they see and what they hear. If you are presenting a business opportunity, you will want to present a professional image because before your first sentence, people tend to "size you up" based on what they first see.

Right or wrong, this is something we all must deal with and is why We must look our best when we present a business opportunity to others. Does that mean formal business attire? Not necessarily. It depends on the situation and surrounding. You can look professional and provide a very good image without formal business attire.

Generally, if you are presenting to a group in a hotel-type setting, I would suggest more formal business attire. If you are presenting on a small group basis, let's say in someone's home, casual business dress could be appropriate.

How you look really becomes a temporary situation because first people get an impression of you when they first see you and then they get another impression of you when they first hear you. It's how you present yourself verbally that leaves a lasting impression with people and, in many cases, their first impression could totally change based on what and how you communicate verbally.

### **WHAT YOU SAY AND HOW YOU SAY IT**

Speaking with excitement and confidence, in many instances, is heard better than WHAT you say. It's the tone of excitement and confidence that gets people to listen to the "WHAT" in your message. It's the excitement and confidence that shows leadership and makes people Want to hear what you have to say.

Another part of verbal communication is asking questions. It is through asking questions that you can focus in on what the person or group you are talking to wants to hear. Equally important is giving your audience the opportunity to ask questions.

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## **USING THE PHONE FOR YOUR PRESENTATION**

Many of us use the phone to present our opportunity to people in other parts of the country or world. Voice and tone become even more important because you cannot be seen. It's your voice and tone that lets a person know Whether you are excited and confident about the opportunity. Talking upbeat and positive are important factors to convincing others that you have a great opportunity for them.

### **HOW ABOUT VOICE MAIL AS A PRESENTER?**

Today, more and more people are using voice mail as a Way to get the message out to others. Not only does it serve as an information device, it also can act as a screening for people to eventually get to you about what you have to offer. In other Words, the voice mail recording becomes a messenger for you. Some people will use professional speakers to record their messages for them. If you have a good voice, I would suggest you record your own messages. There's just something about a message coming from the person whom a prospect could eventually talk to via live phone.

We are seeing more and more where voice mail is being used as part of a system to sponsor people in a series of events. Joe Schroeder has a course available called the "Quick Link" system where the system "Sorts, Selects, Speaks, Sells and Sponsors." What Joe mentioned in his course makes so much sense that I am developing my own Quick Link system, which I will call my "6-S System." The success of the system is based on good-sounding messages leading people from one voice mail to another to a possible fax-on-demand (FOD) and then right to the source—you. It makes complete sense to me.

Let the system do the work. That's another topic, but you can see how effective speaking even as recorded messages can be beneficial to the business-builder.

### **LARGE GROUPS—ONE-ON-ONE—SMALL GROUPS**

I've read where the number-one fear in America is getting up in front of a large group and speaking. I can certainly relate to that, as I avoid such an activity as much as I can. I've noticed something over the many years I've been in networking. The heavy weights—the people who have those HUGE organizations of thousands of people—are usually people who are able to communicate in front of huge numbers of people. They have the ability to promote themselves and the business through beautiful communication skills, plus they have the art of persuasion.

Now, I think that is great, but is it duplicatable by the average person? It could be, but it isn't, because of that fear I mentioned earlier. What tends to happen is that people who speak to large crowds regarding a business opportunity will go to a city and get the business going in that area and turn it over to a key person that she/he has designated or worked with previously. They then move on to another area and kick that area off, and so on. Then it's back around to each area to do training and motivation before it is then eventually turned completely over to the key local person. From that huge crowd comes leaders who do a similar thing, but maybe not on

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as large a scale.

This can really be an effective approach if there is some kind of system in place for the average person who doesn't want to hold meetings. It may simply be the opportunity to bring guests to the large meeting and someone else makes the presentation.

Some people feel more comfortable presenting the business in small groups. What really became popular in the nineties were home meetings. Rather than going to a hotel room, people are finding the casual atmosphere of home meetings are very effective. Another way to present an opportunity is with a one-on-one presentation. This is probably the most popular way to present a business, outside of mail order or emailing on the Internet and referring people to web pages. In many instances, business prospects are looking for a sponsor they can relate to on a personal basis; someone they can call daily if they have to; someone they can meet with once a week for a business strategy meeting.

Regardless of the type of presentation you give, your effectiveness depends on what you say and your delivery system. Feeling sure of yourself and confident of the business comes out in how you sound—your tone of voice and the level of excitement noticed in your voice.

## **IN SUMMARY**

When you combine effective listening, writing and verbal skills as part of your business-building efforts something amazing happens. People become interested in YOU and what YOU represent. Very often that translates into sponsoring another person into your chosen business, and you know what happens when you sponsor someone into your business? You sponsor yourself all over again. You get excited and more confident just like you felt the first day of your business.

## **PROSPECTING VERSUS RECRUITING VERSUS SPONSORING: THE BASIS OF YOUR BUSINESS**

Are you a smart prospector? Are you an effective recruiter? Are you a good sponsor? Some people in network marketing consider recruiting and sponsoring the same. They are totally separate issues. They are equally important, but for different purposes.

## **PROSPECTING**

Prospecting is the act of locating people who may be interested in the business opportunity or products you are promoting. Prospecting is the process of generating leads so you can begin recruiting, hoping to ultimately sponsor new people into your business. Prospecting can take on various forms. It can be advertising in various media such as newspapers, tabloids, ad co-ops, Internet newsgroups, personal letters (postal or email), magazines, postcards, card decks, telemarketing, fax-blasting, person-to-person conversations, etc.

There are probably others that I failed to mention, but the whole idea of prospecting is to get your business opportunity in front of the masses. Prospecting is

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generally considered the first step in a one-, two- or more step recruiting process.

This is a very important part of the total process because it identifies those people who have some interest in what you have. It also gives you a chance to include qualifiers in order to filter out the “tire kickers” and those who are not as serious about what you have.

Qualifiers also help the responders determine if they want more information or not. It's how you word your ad that will determine the type of people who respond to your ad, and their interests. I have seen effective two-step and three-step prospecting approaches that are set up on an automatic basis that gives business building a systematic approach.

Here is an example: You might mail a postcard that advertises your business opportunity but with only enough information with qualifiers for certain people to respond. I like to ask for money as a way to qualify people. One reason is that when people have to pay money, they are more likely to read what is sent to them. It may be only \$1 or \$2 or \$53, depending on what you are sending to them. Yes, your response rate will be less, but your responses will be more qualified for you to continue the whole process of eventually sponsoring people into your chosen business.

The second step—after the postcard—is to send an information package to the responder. Rather than calling it an information package, I call mine “startup” packages or “business startup kits.” After all, people are more willing to send you a couple dollars for a complete startup package than for an information package. Additionally, I always offer a 100% refund should they return the package. That helps the response because it becomes risk-free, yet it acts as a qualifier.

I saw an effective three-step approach once that began with a postcard that asked for \$1.00, and the responder received a letter that was designed to motivate them to order a complete “business-in-a-box” for less than \$50.00. With their business-in-a-box was all the information and applications necessary to become a distributor for the business, and it was set up very professionally and offered a 100% refund guarantee if the business-in-a-box was returned.

What was really amazing was that the postcard and the letter would not mention the name of the business/company, but it was so effective because of the turn-key approach and because of curiosity. I was highly impressed!

## **RECRUITING**

Recruiting is the act of “selling” or “sharing” your business opportunity with others. This is where you are giving the benefits of your business to those people who have taken the first step— people who have responded to your prospecting efforts. Recruiting can be done through person-to-person contact, be it phone, mailing or meeting in person.

Obviously, the most effective way is by meeting person to person, but talking on the phone can be effective also. Most people, when searching for an income opportunity, want to have a personal relationship with their potential sponsor. The fast-

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est way is person to person or by phone. Even the Internet provides a special type of bonding, as messages can go back and forth several times a day.

The three most important parts of recruiting are:

1. providing the benefits
2. showing Why it would be to their advantage to have you as their sponsor and
3. asking for the sale.

Providing the benefits means telling your prospect why it is in their best interest to get involved With the business you are representing. That means you talk about him/ her—not you! It means you find out what it is that your prospect is looking for—you know—his or her dreams, wants, desires, goals. Your prospect doesn't want to know that you are now financially free, that you are making \$5,000 monthly, that you have 2,000 in your downline. These are all great and fine, but it doesn't do anything for your prospect. The hardest part of recruiting is "listening." It is very easy to talk about yourself and the business, but it is difficult to listen. Someone once said that God gave us two ears and one mouth for a reason. It is only after you listen that you can share the benefits with your prospect because you won't know what benefits he is looking for until you know WHAT he is looking for. This aspect makes recruiting easy at the beginning because you can simple ask:

1. What are you looking for in a business?
2. What do you hope to accomplish with your own business?

If you are willing to listen, these two questions will open up a whole world for you because people will tell you so much about themselves when they answer those two questions. Now you are ready to provide your prospect with benefits based on THEIR desires, wants, dreams, goals because you already have the vision; you simply need to transfer that vision to your prospect.

The second aspect of recruiting is telling your prospect why it is in their best interest for you to be their sponsor. The answer is not in your accomplishments, but in your desire and excitement to be able to show them and work with them in helping them build their business. This is called upline support, and if you can assure your prospects that you will be there for them, it will go a long way in being able to sponsor them.

If you haven't heard the phrase, "You are in business for yourself, but not by yourself," you certainly will as you continue to gather information.

The third aspect of recruiting is asking for the sale. It's giving your prospect the opportunity to be sponsored by you. Believe it or not, this is very difficult for people because of fear. Fear?

Yes, this is where you might get a "no," but you might get a "yes" as well. People are fearful of being rejected; so to not be rejected, they don't ask the question. It's like dating your spouse-to-be for ten years and never asking the "Will you marry me?" question."

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There is a right way to ask for the sale. You don't ask, "Are you going to join?" or "Would you like to sign up now?" You ask it in terms of whether what you have is something they can see themselves doing in order to get that need or desire or dream they mentioned before. For example: "Do you see (name of your business) as a way for you to (be able to stay home with your kids)?" or "Can you see yourself working (name of business) as a way to (exit the rat race)?" If they say, "Yes," your next question should be, "How would you like to begin?" And go from there.

If their answer is "yes," it's easy to proceed. But often, the answer is either "maybe" or "I don't know" or another question. This is where learning to answer objections is helpful. At this point, you must ask if there is something they don't understand or ask if they have a concern. Usually, people who ask questions really want to be sold, but haven't been yet. They want to be convinced. If a person just says "no," then that means the timing may not have been right and all you need to do is tell them that if their situation changes in the future, to get back in contact with you.

### **SPONSORING**

Sponsoring is a process; not simply an event. The first part of the sponsoring process is when a person signs up into the program or business you are representing, listing you as the sponsor. That is only the beginning because sponsoring is so much more.

Sponsoring includes mentoring, training, encouraging, motivating, listening and anything else that will help your newly sponsored person to effectively build a business. An effective sponsor will guide their newly recruited person.

It may also include providing additional sales tools to make the prospecting, recruiting, sponsoring process easier and more effective for the new person. It may include gathering information or answering questions. It may simply include being there and listening to problems the new recruit may be having.

I have heard the statement, "If I can help you get what you want, then I will automatically get what I want." Placing yourself in a "helping mode" seems to have many benefits. I have found that if I take the attitude of sponsoring to make money, I don't do as well. But if I have the attitude of helping others make money, then I do quite well.

A good sponsor will also communicate with his people by way of telephone, email, newsletters—whatever it takes—to encourage and motivate his people.

When you sponsor, you are no longer what is considered "skilled labor." You have promoted yourself to a managerial position, and that means managing people. Along with that self-promotion comes an equal increase in responsibility. Your rewards are great, including financial and friendship rewards, not to mention the reward of personal growth.

Some people will suggest that you pick your sponsor. That makes good sense to me. I have no trouble asking a person what they will do for me as their sponsor. Remember: you are not looking for a recruiter; you are looking for a sponsor when



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you go into a new business.

The above shows you the importance of prospecting, recruiting and sponsoring as a business-building process. They all work hand-in-hand in the business-building process. All parts are very rewarding and are part of individual growth as one goes through them.

## **COLD FEET FOR COLD CALLING? THE SOLUTION!**

Does the idea of cold calling scare the heck out of you? It did me, and it still does to a certain extent. What is “cold calling”? Cold calling is calling people you do not know, whether it is to try to sell them something or simply wanting to give them information ...information they did not ask for.

I would like to divide cold calling into two areas:

1. Cold calling.
2. Frigid calling.

An example of frigid calling would be going to your local telephone book and randomly calling people. Cold calling would be calling people from a specific Why Would You?

Why would anyone want to put themselves through a “hell” of 98% rejection? Who would want to call people they don't know to tell them about something they could probably not care less about?

The answer is that it is inexpensive to do if you have unlimited long distance service—assuming you don't put value on your time. Well, it doesn't have to be that bad, and perhaps there is a place for cold calling, even frigid calling, in your prospecting and recruiting strategies.

I will show you how you can gain some benefits of cold calling even Without your making a single cold call. Additionally, this article will tell you how to be more effective and have more positive results from cold calling.

## **A MAJOR MISTAKE MADE BY MOST NETWORK MARKETERS**

I'm going to change terms here, and rather than talk about networkers who make cold callings, let's just call them telemarketers because that is actually what they are when they call people they don't know. Most inexperienced telemarketing networkers make a very common mistake. It has everything to do with the initial reason for the call. Successful telemarketers ONLY give! They do not sell! The art of telemarketing is not selling what you are selling or promoting.

For the networker, it is NOT selling the business opportunity or the product. It's something much more general than that, and it must come in the form of providing something of value, but only to those who really want it. Thus, the call becomes the art of sharing, but in such a way that you share with only those people who really want what you have.

Part of the process of telemarketing is filtering or screening to find only those people who will be open to what you will EVENTUALLY want to sell to them.

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So, a successful networking telemarketer does not even mention the specific company in the initial call, thus, the purpose of the initial call being to find only those people who would be open to getting more information about what you have: Network marketing as a means to building a home-based business.

You see, not everyone will have the same vision that you have. Most people are quite happy complaining about their day-to-day situation and not doing anything about it. Some people are just lazy; yet others don't even have a vision of the real entrepreneurial spirit or home-based business arena. That's fine because we don't want to waste much time on them anyway.

Let me give you an example. If I'm looking for people who have a vision or interest in having their own home-based business, then I must find those people and do so in such a way that I can share something of common interest with them, yet not scare them away. The answer to this is beginning from a very general approach and gradually moving to something specific.

Here is a possible script that would accomplish the goal of finding people who have an interest in a home-based business:

"Hello! My name is Jim Jones. I am owner of Jim Jones Associates here in Jonesville. I'm looking for local people who would be interested in having more time and more money for themselves by having their own home-based business, and I would love to send you some incredible information on how that can be done in a relatively short period of time. Do you have such an interest?"

In less than 20 seconds, you have said all there is to be said, initially. All you are trying to do at this point is find people who are interested in making money with their own home-based business and that is exactly what is asked.

If they say, "Yes," you ask for their name and address and you note their phone number. If they ask the name of your specific home business, tell them there are several possibilities and that you will include that information in the packet you send them. This is key! It has nothing to do with being ashamed of your business. It has everything to do with the initial purpose of the call—to get leads only.

You CANNOT effectively sell a cold lead the idea of your specific business on the first call; therefore, there is no reason to even mention your business. Why? Because we want people to make decisions based on facts; not on ignorance. Whether they may have heard of the company or not makes no difference. You don't want to give them a chance to prejudge based on a name of something they may know very little about.

The same thing goes if you are telemarketing for products. You are not trying to sell them on specific products with the initial call. You are only trying to find out who may have an interest in what you have. So, a possible script for screening to find potential customers would be:

"Hello! My name is Jim Jones. I am the owner of Jim Jones Associates here in Jonesville. I'm looking for people who would be interested in specialty foods, per-

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sonal care items, nutritional supplements or quality household products at a discount. I have some good news of such that I would like to send you if you are interested."

As you can see, you begin from a general standpoint and gradually lead them to your specific company.

## **WHAT TO SEND**

When you get your leads, you then send them general information. Part of what you are doing is attempting to gradually build a new relationship with a person. This is done through what I call, "event sponsoring" or "event selling." You must lead a person from one event to another. In this case, you are leading people from the event of listening to your initial phone message to receiving something from you in the mail.

My suggestion, with regard to the business opportunity approach, is to send them information about network marketing in general—you know —about how network marketing works, and how network marketing can create a large business and income through the principle of many people doing a little, rather than a few doing a lot.

When trying to make them customers for your products, the material can be more direct—showing exactly what it is you have and how it is beneficial for them to be a customer.

### **So... What You Have Done so Far is:**

1. Find those who want more time and more money through their own home-based business;
2. Educate and inform them on how that can be possible through network marketing.

The next event is to call them back and ask them if they have had a chance to read the information you sent; then ask:

"Do you see how network marketing can create a lucrative home-based business?" It is at this point that you lead them to the next event: that of wanting specific information on how you are using a specific company for your home-based business. Now is a perfect time to get them thinking about what a home-based business could do for them, and that is important since that would identify their "hotspot" of why they want more money. By asking,

"What are you looking for out of a business" you have an excellent way to get them talking about their needs and wants. Make notes about this for later use.

Next, you would simply ask: "Can you see yourself utilizing network marketing as a way to get \_\_\_\_\_ (whatever their hotspot is)?"

The next appropriate question is: "Would you be open to my sending you some initial information about the home-based business I chose?"

At this point, it is very likely that they will ask you for the name of your chosen

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business; it is at this point that you can simply give them the name or you can tell them you want to send them information first and then talk about it.

Again, this has nothing to do with being ashamed of your company, but making sure they have necessary information to make a decision based on the facts rather than simply on a name.

Your next event will be to call them back and talk about the information you sent to them. Find out if they see themselves having your named home-based business to get what it is they said they wanted out of their business. This could lead to a person-to-person meeting or it could lead to signing them up right over the phone. It could lead to another event—maybe a three-way phone call with your upline sponsor or a company conference call or a local meeting.

You see, there has to be several events available for you to lead your prospect from general information to specific information. For some people, it may take two or three events, and for others, it may take five or six events. The main thing is to list all the events you have and know where you are leading your prospect, doing it an event at a time.

You would do the same with regard to product sales. Lead your potential customer to either place an order with you or meet with you to see a catalog of products or a listing of products as well as provide them an order form and directions on how to order products.

So, the whole process is a process of relationship building, beginning from cold calling (telemarketing) to becoming very acquainted with someone.

### **TARGETED LISTS**

For those who don't like the idea of randomly calling people out of a phone book, there are such things as targeted lists. They do cost money, but they are targeted much like mailing lists with names and phone numbers of people who have a common interest, with some lists having other factors built in; like income, age, location, etc.

What this means is that you can eliminate one of the events. It is still a cold call, but not a frigid call. For instance, if you purchase a list of names and phone numbers of people who are known to be home-based opportunity seekers, then your approach would be slightly different, in that you would simply want to confirm that they are interested in finding a home-based business, so you would begin at that level, but still progress event to event.

### **SO YOU DON'T WANT TO TELEMARKE? THEN DON'T!**

There are some people who hate the idea of initially going to people they don't know. They feel comfortable when people come to them. The answer to that is to hire someone to do the initial telemarketing for you. You simply provide a written script and let your hired telemarketer do the initial calling. You pay them either by the hour or by the calls they make, and give them a certain bonus amount for each person who agrees to have information sent to them.

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It's as simple as getting a mature high-school student or college student who is willing to say the same thing over and over again on the phone to people they don't know and writing down the necessary information of those who agree to have something mailed to them. The bonus for each positive response does not have to be much...maybe fifty cents...since their main pay comes from the hourly work, but they do have some incentive if the person says "yes."

My son took on a telemarketing job during his summer vacation from high school for a mortgage company. I laughed and said, "You must really want that car." I couldn't imagine my son doing telemarketing, but apparently he wanted something badly enough that he was willing to do it. When I asked him about what he was doing after his first week, he said, "It's a piece of cake."

He said that after his first seven or eight rejections, it became a game to him. He said it was just a matter of calling and repeating the same thing over and over until he got a person who said "yes" to the initial event. He became top telemarketer in the company for the summer. This taught me how telemarketing is just an initial step to get people on an "event" trip.

Mike and Linda, a couple in my Watkins business group, moved to Florida to begin their new Watkins business. They knew no one. Linda simply opened up the phone book and began calling people, telling them that she was the new Watkins representative in her area and wanted to let people know that and would like to share the new Watkins catalog with them. Linda told me that after the seventh rejection, it became easy. I wonder what it is about the seventh rejection; that is what my son told me also.

Linda spent two days making cold calls; after two days of calling, she had set up more than 80 appointments with people for the next two weeks. Not only did she collect more than \$2,000 in orders, she is selling \$2,000 to \$3,000 in Watkins products to her customers each month.

It all can begin with telemarketing and using an "event" sequence in leading people to where you want them to go.

What I'm saying is that telemarketing or cold calling does have a place in prospecting and product sales. Even if you don't personally want to begin the process, there are people you can hire who will do that part for you. This would include targeted lists as well. Wow! How things change! What I would not have considered a viable recruiting approach is now something any networker might want to think about— even me!

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## **EVENT SPONSORING**

### **EVENT SPONSORING AS A TECHNIQUE**

I would like to introduce you to “EVENT SPONSORING” as a technique in the art of building a business. Although this is really not a new approach, we can now consider it a “defined” approach, especially if I can put a name and a structure to it.

### **EVENT SPONSORING - WHAT IS IT?**

EVENT SPONSORING means taking your prospect through a series of events that will ultimately lead your prospect to coming into the business opportunity you are working, with you as the sponsor. The theory of event sponsoring is that people are more likely to take “baby steps” toward your goal of sponsoring them into a business rather than their simply making one big leap into the business. This is also a great advantage to the prospect because they can get pieces of the business as they go on to better make an overall decision when the time comes to actually join.

It provides a systematic approach to learning about a business rather than having to digest mounds of information at one time.

Due to the number of opportunities available, the days of sending one letter and immediately sponsoring people into a business opportunity are basically over. This is especially true on the Internet, and because of the Internet and the tools that are now available to us, sending and receiving information can take place quickly, even immediately, allowing people to go through a series of events in a very short time.

Do you want proof that the days of the onetime sales letter “sponsor them in immediately” approach is basically over? How many unsolicited email letters do you read that try to sell you or sponsor you into something? (Or how many of the letters you receive in the mail do you actually read when they come from people you don't know?) My guess is that you hit the delete button faster than a speeding bullet, even if the message is more powerful than a locomotive, or claim to leap you to a \$10,000 monthly income in a single bound! You just don't read it. In fact, it may actually make you angry.

One answer to being able to sponsor is event sponsoring, but it's more than “just” event sponsoring. It is a completely STRUCTURED SYSTEM of providing infor-

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mation that incorporates the event-sponsoring technique.

Notice I said "system" The word system implies structure and a thought-out series of events.

For Example: You may begin out with a teaser ad, maybe a free report, maybe a short email message or a short return-mail letter, maybe a URL, or maybe your signature file. Responses that come to you from this first event are what We call "prospects" or "leads."

Keep in mind that you can have two or three structured series of events going on at the same time. You may have a structured series of events just to produce leads and, at the same time, you can have a structured series of events to turn those leads into sponsored participants and even a series of events that train your participants for the program you are working.

Once you have a lead or prospect, the next event may be:

More information, whether an in-depth informational letter or an auto-responder; or a message sending them to a web page;

A personal phone call;

A company-sponsored conference call;

More information mailed through the U.S. Postal Service; or

Another FREE report, etc.

It could be all of these. The idea is to move and motivate people from one event to the next event IN A STRUCTURED WAY until you have your prospect at the point where they are ready to join your chosen company.

How many events you lead your prospects through is determined by the resources you have; you know - the tools you have available to provide information.

As you move your prospects from event to event, you are also qualifying them because each event is providing them with more and more information. This is important because the kind of follow-up you do is based on how serious the prospect is; a prospect who has gone through three or four events is definitely a more serious prospect than one who has gone through only one or two.

## **TAKING EVENT SPONSORING A STEP FURTHER**

By taking event sponsoring a step further, you can provide event training to your newly sponsored people. Here again, you simply utilize the resources that are available to you and structure your event training in such a way that you can take advantage of them.

If you are a writer or have access to well-written training materials, you can provide many training materials yourself. Be sure to utilize all the company resources, be it company phone numbers, company-sponsored conference calls, company web pages, upline web pages, company and upline newsletters, referrals to good business books and magazines, testimonials, even samples ....

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## **MAKING IT WORK**

EVENT SPONSORING and EVENT TRAINING work when you set up a structured system to support it. That means organizing all your resources in a specific order and making them available in a timely fashion based on the results of the previous event. Keeping a simple chart is all that is necessary. Many people have access to computer programs that will chart what you do and will keep track of where you are with each prospect and each sponsored person. All you really need is a paper and pencil to chart your system as you utilize it.

## **IS IT DUPLICATABLE?**

In networking, the big question is: Is it duplicatable? Your ability to make it duplicatable can separate you from others. Your setting up an automatic EVENT SPONSORING system could be the ultimate for you because people may join you simply because you offer this system for not only them, but for their people, and so on. One way to make it duplicatable is to provide to them the use of your structure and tools and then train them to do the same.

The ultimate, of course, is having an EVENT SPONSORING and EVENT TRAINING system in place that will automatically duplicate itself...even as you sleep! I'm talking about a whole series of events that take place automatically based on event; and this going on WITHOUT YOUR HAVING TO BE DIRECTLY INVOLVED along the way!

In other words, your job is simply to introduce people to the system and let the system take care of the rest! WOW! That sounds too good to be true, but it would seem to me with today's technology - especially the technology on the Internet — something like that would come along soon!

Let's face it! With the tools already provided on the Internet - far beyond my understanding, comprehension and know-how - can you imagine a sponsoring system "faster than a speeding bullet"; "more powerful than a sales letter"; able to "sponsor others in a single bound?" If you look around, it's already available!

NOT ONLY on the Internet! It doesn't have to be only on the Internet! It's available offline as well. If you look around, you will find power groups or teams that provide a turn-key business-building operation. In a sense, they are the central source for all information going out and of sponsoring coming in. They usually assign PIN numbers to their members and allow their computer to accurately track the inquiries, prospects, leads and actual signups.

Groups like this usually use postcards, cooperative advertising, fax blasts, bulk email, card decks, etc. This is especially helpful to the person just beginning or the person who is too busy because he/ she is trying to make a living at his/her regular job. Sponsoring under someone who is part of a central source group or team will give you a definite advantage if you want to build your business on a "remote" basis (your business grows even when you are not working it directly yourself).



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Perhaps you are already doing event sponsoring and don't realize that is what you are doing. If you are, add a little structure to it and you've got a complete system for building your business.

*"If you don't begin, you don't stand a chance of getting there."*

—Successories—Dare To Soar

## **TAMING THE BEAST**

So, you have the vision! You realize the potential of networking as a way to build yourself a business! You're excited and ready to begin your quest for your own business empire! I liken that feeling to a small child who has just walked through the front gates of Disney World; It's a whole new world, after all! That child's eyes are wide open, seeing visions of a totally new life.

You see, as a new MLMer or networker, you have visions and you have excitement, but it doesn't take long for you to realize that others don't share in that same excitement. That requires taming the beast. The "beast" is the unknown! It's thrusting the unknown toward people who don't share your excitement and vision. The answer lies in taming the beast by a gentle approach. Your excitement will tell you to get your friends and acquaintances into your new business immediately.... maybe in a very aggressive fashion. Don't do that unless they are already into the network marketing arena. Rather, take on an attitude of informing people of your new business and educating them about it.

## **HOW NOT TO SCARE YOUR ACQUAINTANCES OFF**

I can almost guarantee that if you approach non-networkers with a business opportunity along with how great it is and all that, you are going to scare them off. Instead, simply inform your friends and acquaintances that you have opened a new business and ask them for their help and support in your launching your new business. Ask them to go through your catalog of products and pick out some they would like to try as you give them an order form. You are not asking them to order, but instead, you are asking them to support you and help you get your new business off the ground. A really effective statement to make is, "Can I count on you?" Your friends, family and acquaintances are much more likely to help you if you ask them to. Wouldn't you help a friend if they asked you to help them?

You must introduce your new business to others through the product(s) that you have, not the business. The business opportunity should be reserved only for those who become good customers and who want to purchase at wholesale or for those who see that your business is something about which they would like information. If you don't feel good about letting people you know about the product(s) you represent, then you are in the wrong business opportunity.

You will want a business that has products that make you FEEL GOOD when you let people know what you are now doing.

Another way to introduce people to the fact that you now have your own new business is by having an open house. Send out invitations inviting people to help

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you celebrate your going into business for yourself. Keep it casual—a come-and-go type of thing with snacks, and have catalogs and products set up so people can see what your business is. They will naturally ask you questions about the business and the products, but remember: the purpose at this open house is NOT to sell products or the business opportunity. It's only to inform them of your new business!

## **HOW ABOUT ON THE INTERNET?**

HAVE YOU CONSIDERED sending out an announcement to your online friends stating that you have begun your own business and that you would like to invite them to an open house that just happens to be housed at your web page?

Consider sending a sample or samples of the products you have to anyone who signs in at your open house (web page).

## **ANOTHER BEAST TO TAME**

Another beast to tame is your new community. Yes, you have just become part of a new community, and this community is a powerful source of future business associates. This new community is the circle of networkers with whom you come into contact. It's like moving to a new city/ community in which you know no one. You are begin at ground zero.

Let's take your being on the Internet. You get online and you are in a totally new world. You look around and you find different communities in this world. One such community is the MLM/ network marketing community. You begin seeing a lot of activity going on, newsgroups, bulletin-board arenas, live chats, etc. People are interacting with each other, but you know no one. Others are trying to convince you that they have the best opportunity available and ask you to get involved. Heck, that is what you were wanting to do, but you don't know anyone.

The beast is: "You are the new kid on the block!" How do you tame this beast? You work at becoming known in the community. You interact with people by spending time in the community. You come up with your own speciality that others can come to you about. You get your name out among others and you become a respected citizen of your new community. You develop friendships within the MLM/networking community and you begin exchanging ideas and opportunities and before long, you become an active participant in the community.

Also consider becoming an active participant in several online communities because the people you will be most effective recruiting for your business will be those with whom you have established relationships.

As you can see, the process is one that takes place over time. It's going from no one knowing you to lots of people knowing you. In fact, the time will come that interaction within your community can be a full-time thing—very enjoyable and eventually profitable.

## **THE BEST ADVICE!**

What I am going to advise next is something that not everyone can do, but most can if they think enough and put their creative thoughts to use.

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## **CREATE A WEB PRESENCE FOR YOURSELF!**

Come up with something that you can put on a web page; something of value, something that will get people to visit your page, something that doesn't cost anyone anything ... but here is the clincher! They need to want to return to your page over and over. You must give people reason to not only visit your page, but to want to come back time and time again. This allows you to get your name before lots of people and if you really have something that is seen of value, these people will refer you to others. True networking in action!

If you can take it a step further by being able to communicate and interact with these people, you will become known on the Internet in that particular community; and if you do it fairly, honestly, with full integrity, you will become a respected leader of the MLM networking community, thus, the potential of a very loyal following of people.

## **MY OWN PERSONAL EXPERIENCE**

I can speak of my own personal experience with regards to the Internet and the MLM community online. When I came online my eyes were big, like the child at Disney World. I was ready to sign up the world in my business.

Wow! What a shock! I didn't know anyone and they didn't know me. Everyone was trying to outsell me with their opportunity. They didn't want to listen to what I had because they already had something that they were excited about. What was I to do?

Well, I had to do something that most people weren't doing. I had to find a way to get noticed. I had to find a need and see if I could fill it with something of value—thus, the birth of The Master Networker newsletter. Yes, it meant taking a couple steps back and beginning all over again. The result is awesome. My interactions number in the hundreds daily, and now I feel part of a community.

I say this because if can do it, so can others; I'm not saying everyone should go out and begin their own newsletter as too many of those can make them ineffective, but take a look around and see what the community could use; how the community could benefit from something of value that you can offer, and then provide it with an option that they keep coming back to you for what you can offer to them.

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## **FALSE EXPECTATIONS - THE EPIDEMIC IN NETWORK MARKETING TODAY: THE LEADING CAUSE OF DOWNLINE ATTRITION AND THE SOLUTION**

How would you like to spend hard-earned money and valuable time sponsoring ten people into your chosen network marketing program one month, only to have five to eight of them quit after only their first month?

I'm seeing this very thing happen right before my own eyes, and it is happening again and again, over and over. It has very little to do with whether the cost is \$149.95 or \$24.95 monthly. The cost is not the real problem. It doesn't matter if sponsoring is done via mail order or via the Internet. I am seeing a 50% to 80% dropout rate taking place, and that is within a month of people signing up. It has never been so high as it is now. I remember the days one could expect a 25% attrition rate, but you can double that now.

I have been involved in network marketing for more than 25 years, and never have I seen such an attrition rate taking place in network marketing companies. There are several reasons for this, but the major cause is FALSE EXPECTATIONS!

Most industry experts will tell you the main reason for this huge industry problem is the numerous business opportunities that are available. And although that is certainly a factor, the number one cause of network marketing drop out is false expectations. It's almost a "Catch-22" problem now because of the nature of people. You see, people respond to offers based on what THEY WANT TO HEAR. People not only want to make big money, they want to make big money FAST! It's even more than a "want" right now. People NEED money NOW!

The problem extends beyond the need for big money now. People are so busy being in a survival mode, they don't have the time to do what is necessary to effectively build a long-term residual income business. So, not only do they want big money fast, they want it without having to do much of anything because they don't have the time. That doesn't even address the need to have a business-building budget which requires even more money. You know the concept, "it takes money to make money" is not a well received concept these days.

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Here is the problem! In order for us to get the attention of others so they will at least take a look at what is available, we shout things like:

**MAKE BIG MONEY NOW AS YOU WORK TOWARD A \$10,000 MONTHLY INCOME WITHIN SIX MONTHS WITHOUT HAVING TO SELL ANYTHING OR RECRUIT ANYONE!**

Can you believe there are people who actually believe that and some believe it two or three times until they finally figure out that it is all “hype”? Do you know what is sad? Placing truthful, meaningful ads of integrity doesn’t get much response because people are attracted to the “hype” because the hype tells them what they want to hear.

The hype sells the next step of finding out what the opportunity is all about; then they get email after email confirming why they don’t have to do anything on their way to making all this fast money if they will just join this next fantastic program.

Quite frankly, I’m sick of it all! We have propagated a lottery mentality, and even the professional networkers of the past are now buying into the big money/little work hype. Maybe they are doing so just to compete, but I can’t believe they are doing it because they actually believe it. Heck, they know what they had to do to build a business and how long it took them to persist over time.

Guess who your complainers and whiners are going to be. Guess who are going to be the ones you are going to be spending most of your time with. Guess who won’t know what to do and guess who will just move on when you tell them what you really have to do! Heck, guess who can’t tell them what to do because they got involved under the auspices that they didn’t have to do anything! That’s right; their sponsor!

Guess where your energies will go to because they have a way to get your attention? Yes, it is those people who we have attracted based on false expectations. They will demand, complain, expect you to teach them everything and then they will fault you for their not making any money. Could it be we got what we asked for? Are we attracting the wrong kind of people with our hype?

The Internet has really done a number on this because people see the Internet as the “do it fast and easy” route to making money. They have no idea what it takes to get a person to just read an email, let alone actually go to a specific website and then to take the time to read what is on it.

You see, it happens this way. People latch onto what they want to hear. They want to believe the hype, and after some arm twisting and smooth-talk, “this is different,” they actually believe what they hear. Next, they see the rest of the story; you know, the additional money and time it will take. And then when they find out it just wasn’t what they were led to believe, they begin having second thoughts and begin questioning their own decision and they move on to the next hyped opportunity or in some cases then decide that network marketing is one big scam.

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I've listened to person after person who can't understand why they are not making any money when they haven't even done anything to create a business so they could make money. The problem for many is not that they can't read at least on a 5th grade reading level; it's the fact that they don't want to read at all. Let's just go and let's just make some money. Yeah! Right!

It really is a sad state of affairs as to what is going on in the network marketing industry these days, but you know what? It's bigger than network marketing. It's a societal problem. Even the courts propagate it by awarding people money for such things as a hot cup of coffee spill or less.

People no longer want to take responsibility for themselves. It's someone else's responsibility; thus, someone else's fault. People, we now live in a "me" society! Network marketing is simply a reflection of society in general.

You see, it is not how fast a person can build a business, but how solid a business a person can build. Why sponsor ten people only to find 5 to 10 of them don't even order any products their second month?

## **WHAT IS THE ANSWER?**

As negative as I may sound, I still believe in the network marketing concept and networking in general. I have just questioned people and society in general and the truth is, I've done my own share of promoting wrongly.

What is the answer for those willing to work? Well, we are back to where we were years ago. Building a solid business requires being able to realistically talk about a business opportunity and what they can expect over time based on truthful expectations rather than unrealistic hype combined with talking to the right people.

What this means is that people have to be in the business of building relationships as they share something with others. Sponsoring people into a business is a process; not an event. Being real with people and keeping their expectations in order will go along way toward building a solid business organization. Of course, there are those who may not be cut out for such in the first place.

That might be where to begin. Find out if you or they are even cut out for an Internet or home business. Go to <http://myownhbq.com>

## **YOU'RE IT! USING THE TAG-TEAM APPROACH FOR INCREASING YOUR SPONSOR EFFECTIVENESS**

The tag-team approach is an effective way to let others contact your prospects on your behalf AND for you to contact others on behalf of the people in your downline. It allows for another perspective and makes your prospecting and sponsoring more effective! This is an especially effective technique on-line, as a person can email others so quickly. Utilizing the telephone with this technique offline is also very effective. "Tagging" is really a people-helping-people approach to building one's business and is a great benefit for a person to join in your group, so be sure to promote that as a business-building benefit to your prospect.

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## **HERE IS HOW IT WORKS!**

You prospect, just like you would for anything else, but when you have someone who has responded, you begin a tag-team approach. You set the process up beforehand. Go to your upline and tell them you wish to utilize a tag-team approach in your recruiting efforts. Let them know that you will give them necessary information so they can “tag” your prospect for you.

It is good to have one to three team members who will tag for you. More than that would be too many, but having one, two or three would be perfect. You will want tag-team members who can be motivating and show excitement to your prospect. Your upline is a good place to begin because they have a special interest in your business. With email, it's almost as good as three- way conference calls!

It's a good idea to coordinate this with your upline so that each tag has its own personality. Since the prospect is yours, you are responsible for providing the “meat” of the program. You will want to make available all necessary information so your prospect can make an informed decision. You will also Want to tell your prospect a little bit about yourself and why you have chosen this particular business to build.

### **THE TAG MESSAGE: WHAT SHOULD IT BE?**

The tagging that is done for you by your upline should be in such a way that they are sending a message, either about you or about the business opportunity or the group. Tagging should provide information that will:

1. solidify the business opportunity
2. solidify your own credibility
3. show group cohesiveness and
4. motivate the prospect into seriously considering the business opportunity.

I think the perfect tag-team approach looks something like this:

### **YOU**

YOU should provide to your prospect all the necessary information (all the sources: phone messages, URLs, faxes on demand (FODS), auto-responders, conference calls, etc.; all the information available or where to get it to YOUR prospect. Your own message should include something about you and why you have chosen this business opportunity.

### **SOLIDIFY YOUR OWN CREDIBILITY**

You will want someone who knows you who can send a message touting you and the benefits this prospect will gain by being sponsored by you. This is the “personal tag.”

### **SOLIDIFY THE BUSINESS OPPORTUNITY**

This tag would be by someone who is willing to tell how great the business opportunity is and why he/ she chose this particular business opportunity. This is the “business tag.”

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## **SHOWING GROUP COHESIVENESS**

This tag is to show how “neat” it is to be part of your group. Something like, “You are going to LOVE being part of our XYZ group! We make building a business serious, but in a FUN Way! I certainly look forward to working with you!”

People like to feel part of something. They like the thought of being able to work together and not feeling alone. The need to belong is a strong need, and this tag can go a long way toward influencing a person to join.

## **MOTIVATION**

This tag would be by someone who is good at motivating—kind of a “high energy” type person without coming across as too much hype.

Something like:

I just LOVE XYZ company, and you will, too, when you review all the available information. HOW DO I LOVE XYZ? LET ME COUNT THE WAYS!!

The purpose here is to get the prospect motivated enough to go back and review and learn more about this AMAZING opportunity!

The above tags could be done by four separate people, or a couple people can do them combining a couple tagging features. The main thing is that all the items I mentioned above are somehow covered in a complete tagging operation. It is true that a single person can provide information, motivation, self credibility, company credibility and even a kind of group attraction, but it is more effective when three or four people (including yourself) are doing it because it SHOWS people up-front what you are doing, and it makes you more effective simply because others are working with you.

For your own follow-ups, you will want to stress the working cohesiveness they will enjoy if they join with you.

## **ORGANIZING YOUR TAG-TEAM APPROACH**

It will take a little time up front, but carefully organize your tag-team approach. Go to your up-line and tell them you want to utilize this approach. If they are unaware of the tag-team strategy, share this article with them. When organizing and coordinating your own tag-team strategy, you will want to know exactly what your “taggers” are sending out on your behalf. You will also have to determine the best way to get prospect information to your taggers, either via a central voicemail box or phone or email.

Also, once you and your taggers get your messages set up, you can use them over and over again and even be able to train others in your group to use basically the same messages.

I might also add that tag messages need to be honest messages that come from the heart. In other words, you don't want taggers to say something just to be saying it. They need to believe in what they are saying, so choose your taggers carefully.



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## **AN EXAMPLE OF PART OF A "BUSINESS TAG" I AM DOING**

One of my XYZ associates mentioned to me that you accessed my XYZ web page with apparently enough interest in XYZ to have one immediately created for yourself. That, in itself could be a "million-dollar decision" for you, but the real million dollar decision will be a result of your looking at and reading the information that is available to you regarding this magnificent opportunity.

Just in case you don't already know me, let me introduce myself to you. My name is Lon Lindsey I am immediate upline to the person whose web page you accessed regarding XYZ. I am working network marketing full time because I love the full-time income network marketing provides me, and the hope that it will provide a lasting and substantial retirement income for my family.

I live with my wife in Louisville, Kentucky and we have two grown children who are now raising their own families. I am a former school administrator. (Actually I "fired" my school board many years ago!) I've been involved in the networking industry for 30 years.

Online, I am known as "The Master Networker;" not because I know it all, but because of my series of articles that I call The Master Networker—The Art of Building a Business, that I provide to people who are interested in or considering network marketing.

It is from my experiences, readings and interaction with people that I am able to provide a basis for The Art of Building A Business as a way to help others build a successful networking business. Although I am still learning (I would never want to quit learning), I can share with people strategies and approaches and hints about how to successfully build a networking business.

Now, let me tell you a little bit about why I joined XYZ ....

How about you? If you have yet to find the right company for yourself—a company you feel you can depend on, a company that has the right ingredients—I would like to invite you to join with us. ‘

Okay \_ \_ \_ YOU'RE IT! NOW GO OUT AND RECRUIT SOMEONE.

## **THE WEB WE WEAVE: WHOM CAN WE ETHICALLY RECRUIT?**

### **RECRUITING ETHICS**

I'm not aware of a formal code of ethics for recruiting people to your business. Even if there were, it would be complicated and filled with exceptions because in the process of building a business, we weave a web of many connections.

By "recruiting ethics," I'm talking about a standard of conduct with regard to people you can contact to solicit for a business you are representing. In other words, what is morally right in terms of contacting other people who may be associated with someone else?

Since there are no formal ethical standards available, it is difficult to expect people to know what to do. Many find out the hard way by receiving the "wrath" of a powerful leader of a group, who might go as far as claiming he/ she owns his or her

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people.

At this point, I would like to say **NO ONE OWNS ANYONE!** We are not a herd of animals that can be bought, traded, maintained and sold. We are not commodities. We are people who have built up relationships with other people. Nor do we want to be controlled by one person or group of people. As people, we have the freedom, right and flexibility to hook up with anyone we choose. **HOWEVER**, I do feel there are some factors to consider before a person simply goes out and begins recruiting a bunch of people from right under a leader of a group.

## **WHERE A PROBLEM MAY ARISE**

The problem seems to arise when a person gets access to a group of people. This usually happens when you are fortunate enough to have a leader in your group who brings in many people, many of whom have a certain amount of loyalty to this leader . . . at least the leader thinks so. In some cases, you may have access to the email addresses of all these people because they are also in your downline as well as the downline of that particular leader.

Now, let's suppose another opportunity comes along and you decide to recruit for that other opportunity and you have the email or postal addresses of those in your downline from the first opportunity. This is where the problem is and where ethics come in. If you go to these people and you have not had any prior contact with them and you try to recruit them to your new opportunity, that would be considered as trying to "rape" the downline of another person—thus, unethical.

I think the key word here is "contact." I might take it a step further—relationship. If you have not made a connection to these people or you have not built up some rapport with them, then I would consider it unethical to approach them and recruit them for another business opportunity. However, let's suppose you connect with them, communicate with them, begin building up a relationship with them, then that is different. They now become an acquaintance of yours, someone who knows you. At this point, I feel it becomes acceptable to make them aware of something in which you are involved.

## **ANOTHER FACTOR IS LOYALTY**

Some people may feel loyal to a leader and will not join with someone else in another opportunity because of that loyalty. That is fine! That shows the leader has developed a loyal following rather than a "controlled" following, and there is a difference.

I recently heard of a person who threatened to "kick people out" of that person's own downline group they were in if they even as much as considered another opportunity offered by someone else.

That's not loyalty! That's control!

Because of the "web we weave" as we build relationships, it is virtually impossible to determine who has original sponsorship of a person. Because of this, ethics must revolve around relationships and connectivity to others. Some people

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will approach a leader of a group first before going to that leader's downline, but if no connection has been made with the members of that downline, then I feel it is unethical to approach them.

There are no rules or laws that govern this sort of thing, but people on the Internet do have a way of spreading the word regarding people and now we are talking about a person's reputation.

## **COMPANY RULES**

Another factor to consider is the company for which you are a distributor. Some companies forbid commingling, which means you cannot present another opportunity to your current downline or you will lose your distributorship.

## **IF I COULD GIVE YOU ADVICE . . .**

It would be to be helpful and an inspiration to others. When you do that, you will become a leader with your own loyal following. In the process, connect with new people, build up a rapport with more people and, in so doing, you are building up your own warm market; your own prospect list that you can go to whenever the time is right.

**YOU CAN NEVER GO WRONG IF YOU GO BY THE GOLDEN RULE!"**

**WE ARE A TEAM—AND YOU WON'T FIND "I" IN OUR TEAM.**

## **MASTERING DUPLICATION**

The relative ease with which people are recruited or sponsored into a network marketing business could very well mean the success or failure of that business. The business must be so impressive and so dynamic that everyone will want to do it. The products must be admired and so appealing that everyone will want to try them and use them. The preprinted promotional material must be professional and self-explanatory.

## **FOCUS ON QUALITY**

Focus on quality products as well as quality promotional materials! With all the alternatives that are available, every effort must be made to ensure that no particular sales abilities are required. Simply share what you have to offer and show that you care. The easier it is for you to duplicate your efforts through others, the easier it will be to provide the excitement and enthusiasm necessary to promote your success. It's all a matter of a lot of people doing a little, rather than a few people trying to do a lot.

**A DUPLICATABLE NETWORK MARKETING PROGRAM IS A MUST**

## **EFFECTIVE SPONSORING**

Duplicatable programs have simple marketing plans or systems to build the business, and even the little person who can sponsor only one, two, three or perhaps four at the most can get paid. These programs do not require inventory, special education or training meetings, expensive sales aids or even minimum group quotas. They can be worked by mail and/ or phone, and some can be as easy as hand-

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ing out tapes or mailing post- cards.

They must be initially inexpensive enough for the average person to do. The recruiting materials must be perfected and condensed enough to be mailed with only one stamp. That is another must. The Internet can be an inexpensive way to share information, but if you can follow that up with mailing out information as well, you will have a tremendous advantage over those who don't.

Duplicatable programs can take up as much or as little of your time as you want to spend. That means that busy people can also work them. Notice - I said WORK. You do work. And, like anything else you do, the more you put into your duplicatable program, the more you will get out of it.

Some people mistakenly join duplicatable programs thinking that they will get a quick return on their investment with little or no work. There's no such thing as getting something for nothing without work. You will always find that even a so-called "free lunch" is not really free.

The network marketing entrepreneur enjoys a flexible schedule, the prestige of business ownership and the chance to try out his or her own creativity. The Internet provides a way to get a quick idea of how well your creative "surges" will do.

Network marketing is based on duplication and requires sponsoring other people into the business. Often, people feel overwhelmed when they first hear about others who have built organizations of thousands. A closer look reveals that it was a matter of a few people introducing a few other people to the business.

The first step is to have highly consumable products that customers are already using, and then to encourage those individuals to sign up as distributors to save money on these products. Product quality is critical. The products must be so good that people will want to tell others about them.

## **HERE'S HOW IT WORKS!**

Step One - You become involved in a network marketing company in order to save 20% to 30% at retail.

Step Two - Because the products are of high quality, you tell others about them.

Step Three - If just five people with whom you have shared this information become involved to save money and they also know five each who want to do the same, you have 25 people.

Step Four - If these 25, in turn, know five each, the total becomes 125 people.

Step Five - If each of these 125 knows five more, then there would be 625.

Step Six - You now have 780 people. If each had signed up to purchase products for themselves and had spent only \$30 a month, that would be nearly \$25,000 a month and nearly \$300,000 a year.

## **NO-LIMIT POTENTIALS**

This rather substantial business, described above, was done without anyone selling anything. Imagine how this volume would go up if each one had taken some

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orders where he works, lives and socializes.

Network marketing entrepreneurs earn a percentage of this money based on the sales volume. This is where the big money is made. The success of the old-line multilevel companies and the growing acceptance of new network marketing organizations has increased the number of products, services and opportunities. Care must be taken, however, because they can vary widely in legitimacy.

## **THINGS TO LOOK FOR**

A few years back, the federal government's Small Business Administration (SBA) established these points for distinguishing legitimate network marketing programs from pyramid schemes. They are:

- (1) The investment must be nominal rather than substantial. .
- (2) There must be emphasis on retail sales or the consumption of products.
- (3) No recruiting fees are permitted.

Do what you value, and value what you do.

## **NETWORK MARKETING BY MAIL**

The best opportunity for growth: Published reports by leading business analysts list network marketing as one of the "TEN BEST" opportunities for growth. The Wall Street Journal recently reported that more than 20 million Americans now own and operate a home-based business. Today, we know that thousands of people per month are joining home-based network marketing businesses. This 60-year-old, worldwide, multibillion dollar industry is successfully providing incomes to millions of people from all walks of life. With more and more major-focus companies entering the arena, the stage is set for explosive growth in the network marketing industry.

There is every reason to believe that whether you are already successful in network marketing, or just about to begin your networking career, this year will provide the opportunity for you to enjoy your very best year ever in terms of income!

Mail-order business opportunities are among some of the oldest and biggest that provide many of the best ways for a beginner to make his or her first million on a shoe string. One of the things that make it possible is the fact that the average rate of mail-order response is about one percent to two percent. That may not seem very big, but it is big enough. Many fortunes have been made with mail-order businesses over the years.

## **A SOLUTION FOR OUR ECONOMIC PROBLEMS?**

The truth is that network marketing offers one of the few solutions to our tragic economic conditions: poverty, unemployment, downsizing among people who want to work, and the fact that only five percent of Americans over 65 are able to support themselves after working most of their adult lives.

Network marketing can give thousands upon thousands of unemployed and

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retired people a source of income. It can help people save money on products and services they want and need. It can provide a source of accomplishment, plus the mental and emotional satisfaction that is so important.

## **A GREATER MARKETING STRATEGY**

The concept of combining mail-order marketing with network marketing has proven to be the answer to many beginning entrepreneurs' dreams. By combining these two successful marketing businesses, an even greater marketing strategy has been developed.

The new strategy has produced an opportunity of a lifetime for millions of people; an opportunity that never before was thought possible. However, please note a word of caution.

These opportunities will not make you a Donald Trump or a Mary Kay or a Howard Hughes overnight. There are no miracles and no get-rich-quick schemes that work for the average networker. There are no free rides and there is no such thing as something for nothing. There is an old saying: "When something sounds too good to be true, it usually is just that—too good to be true!"

## **A UNIQUE OPPORTUNITY**

Networking by mail is a unique opportunity; a business that can be run from your home, part-time or full-time; a business that you and your family can operate together. It is a recession-proof business. You do not have to borrow money from the banks or invest huge amounts of money to begin. You do not deal with employees. There are very few overhead expenses. It's a cash business. Success is not dependent on education or lack of it.

Even with the Internet becoming so popular for presenting and building network marketing businesses, mail order continues to be utilized by more people, if for no other reason than to be able to present an adequate and professional picture of the opportunity and the company.

Where in the world can you begin a business from your home for as little as a \$30 investment and build a business that can generate thousands of dollars of earnings per year or the financial freedom you dream of?

If you like people and like to associate with winners, and if you would like to have the freedom to work when you want to, then being self-employed is for you and your family. You run your own company and you are free to be yourself. That is what free enterprise is all about.

Entrepreneurs and traditional business people who are financially successful in their own fields and who would never have dreamed of becoming involved in either mail-order or network marketing just a few years ago are joining this industry. They can now make more money from their home or office without personal selling and without ever intruding on their friends or professional associates.

They are joining because they've become aware of the importance of having an additional or second income. There is absolutely no doubt that with the concept

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of doing network marketing by mail, there is a "Business for Everyone."

Network marketing programs can take up as much or as little of your time as you want to spend. That means that busy people can also work them. Beware of those who tell you they will build your business for you. What they are really saying is, "I am building my business and along the way I might be able to help you some." Don't depend on someone else doing it all for you. It won't happen, whether you do it by mail, in person or via the Internet.

Prepare to focus your efforts on your, business, and above all, be persistent. Remember: Networking effectiveness means many people doing a little instead of a few people doing a lot. Networking is working smarter, not harder.

## **MAXIMIZING NETWORK MARKETING BY MAIL**

If you really want to maximize network marketing by mail, especially when you are beginning, connect yourself with a group. Become part of a group where the leader of the group has already developed and implemented materials on your behalf. Even better, join with a group that is the central source for the entire group, sending out information and material on your behalf.

This keeps you from having to have large amounts of printing done and allows the "experts" to help you begin rather than your immediately having to learn the ropes. If the group has a complete system or strategy connected to their approach, that is a signal to get involved and take advantage of the group experience!

This approach allows you to build your business, but without the expertise generally need to build a business. Many times, the building of your business via mail-order can be as easy as mailing out postcards or sales letters.

## **HOW TO WIN YOUR SPOUSE OVER TO NETWORK MARKETING**

"Oh no! Not another one! I can't believe you want to do that!"

"I thought we agreed, never again, after playing with those circles!"

"When are you going to get a real job?"

Sound familiar? I've heard it over and over again! Our initial, biggest obstacle to beginning a network marketing business could be our spouse. I had one guy tell me on the phone, "Please don't tell my wife I got in this business because she will beat me if she finds out." It sounds like that guy had more problems than a desire to network!

Notice I didn't say which spouse to win over, because I've seen both men and women to be against their spouse getting involved in network marketing. I must admit that I have heard it more from the husbands (that their wives are not supportive) than from the wives, and I'm not really sure why. Even if I knew, I probably wouldn't go there anyway. The main thing is that it is a common statement that I hear: "My wife just does not support me in my network marketing efforts."

## **WHAT DO THEY MEAN BY SUPPORT?**

I think I need to define what we mean by support because there are different

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levels of support. The definition of support, by Webster, in the situation I am talking about is “to give courage or faith to; help; comfort; to give approval to; to advocate; to uphold.”

So when we ask for support, we are basically asking for approval or a confirmation of what we are doing. That makes sense because the initial foundation of a new business is the support you get from family and friends. It just makes sense to surround ourselves with people we know when we take on new challenges.

This may sound cruel, but I have found the least amount of support from family and friends when it comes to networking adventures, and I'm not alone!

In fact, over and over again, I hear of people who get downright discouraged after they tell their family members they are going into business for themselves. That is why I tend to tell people to avoid family members for sharing the business opportunity unless they have the same vision you do. I'm not talking about products at this point; only the business itself.

That is a sad state when our own family members don't have confidence in us. But the truth is they lack a vision and it is very difficult to even get them to see that! That's why it's called “lack of vision.”

## **TWO TYPES OF SUPPORT**

As I see it, there are two types of spousal support: (1) emotional and (2) active. Emotional support is the encouragement and approval you get from your spouse. Active support is taking the emotional support a step further and actually participating in the business activities with you. Most often, all that is being asked for is emotional support from a spouse; just knowing that they endorse what you do gives you the confidence to go out and to it. It would be nice to also have active support, actual participation in the business with you, but that might not happen. We have to watch out and make sure we don't condemn ourselves and predict failure just because our spouse does not actively participate. I, personally, struggled with that for years.

Although my wife supported me emotionally, she didn't get into what I considered really supporting me by doing, and I inwardly held that against her. But I was wrong; because it happened to be my interest, my passion, and not hers, even though she wished me well.

Lack of active support might be discouraging, but it should not be enough to keep you from working at building your business. Lack of emotional support is much harder to deal with, especially if you are actually put down and degraded for what you are doing.

## **TURNING THINGS AROUND**

There is hope, and there is a way to turn things around. It has to do with being able to improve your lifestyle to the point that even your spouse notices a difference. Here are some suggestions on how you can do that:

1. Choose a legitimate, product-oriented company that you can feel good about—one that has enough products that both you and your spouse can enjoy.



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2. Get products from your own company that your spouse will enjoy. Pamper him or her! I am with a product-oriented company whose products would be fun to do this with. For instance, it would be easy for me to order some cocoa mixes and fix my wife hot chocolate and have a special quiet time with her. Or how about ordering the laundry products and doing the wash for her. Or how about surprising her with an aroma-therapy candle and essential oils for massage. Or surprise her with a sauce made out of a soup base. I think you get the idea. Doing things like that could be making a lifestyle change. It sends a strong message that the business is “us”, not “me.”

3. Go to the annual company convention, but take your spouse also and treat it as a vacation. Perhaps schedule a full week vacation; three or four days at the convention and three or four days somewhere else in the area. The purpose of taking your spouse to the convention is to bring the company alive—making it real—showing how legitimate the business really is. Another reason for taking your spouse to the convention is so she or he can meet others who are already experiencing the lifestyle—making new friends. For me, this is what made my wife an active supporter of mine. It brought the business to life and made a statement that this business is legitimate and a real business.

4. Share your rewards, accomplishments, earnings with your spouse just as if he/she earned them him/herself. It will make your spouse feel important and will show that this really is a business.

5. Talk about your business occasionally, but do not dominate all your conversations with business. If he/she sees the business as ‘being more important than him/her, then he/she will resent the business.

6. If the company offers any free travel incentives, do what you can to earn them. I remember when I earned a FREE all-expenses-paid trip to Puerto Vallarta for my wife and me, that really clinched it for me. My wife was able to be around other successful people, and she saw how the company did things first class. It truly is a wonderful way to convince even the least supporters that you really are in a legitimate business and you do have more than a vision; you have a new lifestyle in mind.

### IN SUMMARY

I can honestly say that it is possible to build a business without active support and even without emotional support, but it takes time to turn things around by doing the things I mentioned above.

Whatever you do, don't let the business become a priority over the time you and your spouse have together, or you will end up fighting another battle.

### **THE “LACKA” SYNDROME: YOUR FIRST BUSINESS-BUILDING STOPPER!**

Building a legitimate and honest business is what any motivated network marketer dreams of; however, there is something that gets in the way of a good 90% of all business-building marketers. I call it the “lacka” syndrome. The lacka syndrome

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will stop your business before you really get it going, and it has a domino effect that begins from being totally excited and goes to losing all interest.

## **COMPONENTS OF THE LACKA SYNDROME**

The main component of the lacka syndrome has to do with belief, but usually you don't see it as such. This business-stopper syndrome can best be tested by placing the word "I" in front of:

- lacka business income.
- lacka product knowledge.
- lacka knowing much about the company.
- lacka taking action.

## **THE LACKA BUSINESS INCOME ISSUE**

I've been guilty of this myself, so I can relate really well to it. It has to do with thinking your business-building success should be based on your current business income. How many times have you said privately or openly, "When I get my first check, I'm going to tell my friends and relatives about this great business," or "When my income checks reach \$xxx amount, I'm going to share this opportunity with others.

The intent is fine, but the reality is we never get our business really going if we base our business-building on a "current income" factor. We think this is our way to establish a belief in what we are doing and in ourselves. We wrongly think that we have to be "successful" or be seen as being successful before we share with others.

The truth is, we need to be sharing the BELIEF IN OUR POTENTIAL INCOME with others. If you believe in your chosen business, including believing in the products and company you represent, then most likely you already believe in the potential income or you wouldn't have gotten involved in the first place. It's really okay to tell people you have just begun your business, and you were fortunate to have enough vision to see the income that is available through your chosen business. If you take an attitude of what IS possible rather than what you may or may not have done up to that point, then you will open new doors for yourself.

Recently, someone asked me what to say if one of his prospects comes out and asks him how much he is making at this business. Although it really isn't their business, it is their way of trying to find out if there actually is potential in a particular business. Are they really asking you if you are successful, or are they asking if it is possible that they can be successful? Your success or lack of success should have no bearing on the potential success of your prospect unless it would have something to do with adequate training. I maintain it is to find out if they can see themselves being successful.

There are a couple ways you can handle something like this. Of course, you can tell them it is confidential information, but I personally feel you are better off telling people you have just begun this business because you saw the income potential with it based on.... and tell them why you believe as you do.

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My own sponsor taught me something that is rather neat regarding what to say if you've been in the business for some time. He said, When someone asks you what kind of income you make with xyz company, tell them, "I really can't tell you because it's still coming in." And that is true! With network marketing, your business keeps producing month after month! It just keeps on coming in.

## **PREPARING YOURSELF TO EFFECTIVELY DEAL WITH THE LACKA SYNDROME**

The best thing you can do for you and your business when you are first beginning is to build your own confidence level about what you are doing. I've said it before and I'll say it again here: When you REALLY believe in what you are doing, you will do things you thought you would never do.

So, how do you believe in what you are doing? It all begins in forming a belief system in the products, the company, the business and your upline support.

### **BELIEF IN THE PRODUCTS**

If you are currently involved in a network marketing business, surely you made your decision based on the products you will be representing. You have to be proud of the products you are marketing, and you have to be knowledgeable of the products you represent. Quite frankly, there is no other way to be proud and knowledgeable of the products than to use them and experience them. If you are not willing to do that, then you will not develop a belief system in them.

A belief system in the products is actually the most important belief component because it affects everything about what you are doing. If you don't believe in the products, it will come out in lack of confidence and a guilt feeling about what you are doing, which will result in lack of business building because it just seems to find its way out in the open that you don't really believe in what you are doing.

### **BELIEF IN THE COMPANY**

Feeling good about the company you are a distributor/representative for is to have confidence in the company; will it be here a year from now? How about five years from now? Does the company support your efforts? Do they get products out in a timely manner? Do they get commission checks out on time? How about customer and distributor/representative relations? Does the company offer a money-back guarantee? Do they offer any kind of field training? How about a yearly convention or business conference or periodic company-sponsored training events?

Your belief in the company is an extension of your belief in the products.

When you combine a belief in products and the company, you begin to form a belief in what you are doing.

### **BELIEF IN THE BUSINESS**

How about your business as a whole? Do you feel good about the business possibilities, the compensation plan, the opportunity to advance, the ability to make this business a solid, long-term business? Is it your goal to have a business for long-term income security? Perhaps you want more than a retirement income. Maybe you

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want a legacy to leave to your children and their children. Does this business provide that opportunity?

When you really believe in the business opportunity and combine that with your belief in the products and the company, you will be even more confident.

## **BELIEF IN UPLINE SUPPORT**

When you are in business, it is a wonderful feeling to know that you are in business for yourself, but not by yourself. You need to know you have others who will work with you, direct you and guide you and help you work at your business. That is where your upline support is so important. This is especially important at the beginning because you need to have someone to lean on to help you get moving in the right direction. Your upline can also provide you with credibility that you may not have for yourself. In other words, use the credibility of your upline until you can establish your own credibility.

If you can ever align yourself with an upline team approach, that can be powerful in your own belief of what you are doing. You might even consider interviewing prospective sponsors or sponsoring teams. There is no stopping those people who really have a belief in the products they represent, the company they represent and a belief in their sponsor and upline.

## **LACKA ACTION**

For those people who have the lacka syndrome, their business goes on “stall” from a lack of taking action to build their business, and from there they either claim network marketing doesn't work or they jump onto another business opportunity, beginning the cycle all over again. A domino effect takes place after the initial excitement to a just-giving-up attitude. There is hope, though, and it resides in each person as to how they choose to establish the foundation of their business through a complete belief system.

## **THE SEVEN WONDERS OF ESTABLISHING BELIEF IN YOU AND YOUR BUSINESS OPPORTUNITY**

1. Purchasing a product shows commitment!
2. Becoming knowledgeable about the company and using and experiencing their products creates belief in what you are doing!
3. Belief in what you are doing creates excitement, motivation and confidence!
4. Confidence creates action!
5. Action creates business-building!
6. Business-building creates income!
7. Income creates independence!

Do you notice that belief in what you are doing comes way ahead of income? In reality, income does not create belief. Belief creates income. In time, income will confirm your belief.

# **HITCH HIKER'S GUIDE TO 21ST CENTURY TEAMWORKING**

## **NETWORK MARKETING—THE LONELY ROAD**

I was just talking with someone on the phone regarding network marketing. This young fellow is in college, and I am impressed with his passion to want to build a lucrative networking business while his friends are off doing their college things. It reminded me of the importance of what I am going to write about today. 'Everyone needs a networking soul mate! Now all I need to do is become the soul mate of this young entrepreneur and get him in the same FEEL GOOD company I am working....or do I?

### **A PEOPLE BUSINESS**

Network marketing is a people business, but it can be a lonely affair if you don't become involved with others on a personal basis. Often times we think the only work we need to do in networking is prospect, prospect, prospect; recruit, recruit, recruit; train, train, train!

All are important, but if one doesn't watch out, it will become a business-business instead of a people-business.

### **WE ALL NEED A NETWORK MARKETING BUDDY OR SOUL MATE!**

What is a network marketing soul mate? It's a person you can "let it all out" with! It's a person with whom you can discuss your true feelings about networking. It's a person with whom you can share, and they with you.

We networkers are the most positive sounding people around. Just listen to other networkers when they discuss their business with you.

"It's going great. This is truly the most exciting business I have ever been in."

"Network Marketing is the only way of life! Business is great!"

But how many times does someone say to you... .

"Business is lousy. I can't get my downline to do anything."

Or even... .

"I haven't earned any money, yet I've worked my tail off."

Well, a soul mate is someone to whom you can say those negative things. It's an opportunity to be honest not only with yourself, but in the presence of someone else who will listen, and even offer suggestions AND empathy. Being a soul mate also means being a listener for your soul mate.

Soul mates also share their successes and excitement with each other; their hopes and dreams.

Network Marketing Is An Emotional Roller Coaster EVEN IF YOU ARE SUCCESSFUL at it. There are days when I get emotionally down even though I have what would be considered a successful business. It's just the nature of the beast. If you are beginning in networking, begin now to identify someone who could be a networking soul mate for you. It will pay both of you dividends through your networking life.

### **THE IDEAL SOUL MATE**

The ideal soul mate is a person who is in the same network marketing com-

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pany you are in. Although it isn't necessary, being in the same company provides an additional bonding and opens up some doors for creativity, specific marketing strategies, goal setting and evaluation.

My network marketing soul mate is 1000 miles away, but that doesn't keep us from helping each other. Ideally, it would be nice if you could find someone who lives close to you so you can set up regular meeting times, maybe over coffee or lunch on a regular basis. By regular basis, it can be once every other week or even once a month. I find I need to talk to my soul mate at least once every two weeks. It's almost like just talking to him recharges my engines.

I have found that great ideas have come out of our sessions without even knowing what was going to happen. We simply begin talking about the business, different aspects of the business, allowing us to identify weak areas and to talk about accomplishments. In the process, one or the other of us will get an idea and we will share and then build upon it. Some tremendous marketing and training strategies have evolved from these sessions, and usually the best ones are those where we had no idea what the subject was going to be.

If I could point to the most valuable benefit of having a network marketing soul mate, it would be that he makes me feel good when I'm feeling down. My hope is I do the same for him. Very rarely are we both down at the same time, and if that happens, we just talk through it.

### **CAN YOUR SPOUSE BE YOUR SOUL MATE?**

If you are lucky, yes! I've talked to numerous people who tell about their spouse fighting them over their involvement in network marketing rather than supporting them. That's too bad, but it happens. Obviously, the spouse in this case would not be a good soul mate. My wife and I work our networking business together, as she has certain things she is talented at and I have certain things I am talented at. In my case, my wife is my business partner and is also a soul mate. We have weekly meetings; usually going out for breakfast or sitting on the screened-in porch over coffee to discuss what we did, what we are going to do, and developing other business strategies.

I can honestly say these are times we both look forward to, however, having another soul mate allows for a different kind of interaction as well.

### **HOW DO YOU FIND A NETWORK MARKETING SOUL MATE?**

First of all, you tell yourself you want one. It's a lot like deciding it's time to get married. "I'm ready to find someone to get married." "I'm ready to find someone to be my network marketing soul mate." Ideally it could be your sponsor, but if that is not possible, it might be someone you sponsor whom you seem to really enjoy being with. When you find someone, I suggest you set up regular times to get together, and go from there, or if it isn't someone locally, at times you will call.

The newer and more inexperienced you are in network marketing, the more down times you are going to have; thus, the bigger need to have a soul mate. If

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you're really lucky, your sponsor will offer to be your network marketing soul mate until you find one for yourself.

## **SINGING THE MLM BLUES**

The MLM BLUES will be playing at your local brain cell in the near future, and it is best to be prepared, for they will surely come. If you have already joined your first networking company, you know the excitement you felt when you made your decision. You may have been excited and apprehensive at the same time as you contemplated becoming a distributor or not, but when you finally say, "I'm doing it," there is a certain amount of excitement that goes with that decision and a certain amount of relief that you made it.

It's an emotional high that you will feel again and again as you sponsor new people into your business or as you add new customers to your business account.

Beware! My preacher always says, "For every emotional high, you can expect a corresponding emotional low." Thus is life, but those who do best are those who recognize this and effectively deal with it.

First of all, I am going to give you a typical emotional cycle of the typical network marketer and then I'm going to provide you with clues as to how to recognize each part of the cycle and finally, I will give you hints on how to deal with each and immunize yourself against the MLM blues.

## **THE EMOTIONAL CYCLE OF THE NETWORKER**

### **The Excitement Phase**

Initial sign-up - This is an emotional high! This is probably the highest you will ever be, emotionally, that is, however, there are times when you may come close to this feeling and maybe even exceed it, which I'll explain in the appropriate stage. The initial sign-up stage is the stage in which you see the vision. It finally hits you what networking is all about. It makes sense to you that, for once in your life, it is possible for everyone to do a little, which creates a lot for yourself. You realize that there is a vehicle to reach your dreams and you finally admit to yourself, "I believe I can do it."

Along with the light bulb going on that networking might just be the answer you have been looking for, there is usually a specific business opportunity attached. For some people, they see network marketing, first, as the vehicle and then they find a specific business opportunity that utilizes network marketing. For others, they are introduced to a specific business first and then they are shown how the business utilizes network marketing to achieve their goals.

It really doesn't matter which comes first. The fact is that when the two are combined at the same time and you make the decision to go with a specific network marketing company, you are at an emotional high!

At this point, it is a good time to explain what happens when a person gets high emotionally. There are pituitary hormones called "endorphins" that are morphine-like substances. These hormones are produced naturally in the body, and the

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brain reacts in a certain way to allow the pituitary gland to produce these morphine-like substances. A feeling of excitement creates a surge of these endorphins and creates a feeling—a stress-free, pain-free type of feeling. In fact, endorphins are known as naturally produced anti-stress, pain-relief type hormones.

So, when you are excited about your new venture and opportunity, you are producing more endorphins, which is creating an even higher high—a natural high, if you will. Stress that you might have experienced before or the emotional pain of some issues you might be having are suddenly put in the background, and you feel good about your new venture; thus, the emotional high state in the MLM blues cycle.

Receiving your kit/new products. This is another state of excitement ; actually receiving your business kit or information along with any products you may have ordered. This brings reality to your decision. You are now in business for yourself. That is confirmed when you get materials and products, making your decision very real.

When most people receive their business kit, they again experience the excitement of their new business and, when combined with the possibility of reaching one's goals, those endorphins create another emotional high; one that makes you want to begin NOW!

Information gathering and learning — This stage is one in which you are anxious and excited to learn. You are wanting all the secrets for building your business. This usually takes place during the next 24 to 48 hours after you receive your business kit. This is the time you are most apt to talk to your sponsor, read the information in your business kit; and maybe even go out and purchase additional books on network marketing or business-building. It is in this stage that you are ready to begin building your business and may actually make some attempts to share what you have with others.

Beginning the business. In about two to seven days after receiving your new business kit, a slight sense of realism hits you. Part of this is due to the fact that excitement is usually temporary and the body finds it difficult to produce endorphins at the same rate it had previously, so there is a natural “coming down, if you will. But now there is also some realism involved as you develop goals, set up strategies and come up with short-term and long-term plans of action.

Sharing the business/products. You are still excited about your business, but you realize that keeping your excitement to yourself will not build a business, so the first inclination is to share your excitement with people you know: family, friends , acquaintances. The first thing you will notice is that other people don't share your excitement, and that feeling brings a sense of realism to what you are doing. You are still excited about your new business, but you now realize it is going to require more work than just sharing your excitement.

The line of demarcation. It is at this stage that something will happen that will cause you to reenter the excitement phase or cause you to go into the “question”



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phase. This usually happens within your first month; maybe even the first two weeks, depending on the individual.

If you sponsor a new person in your business, it's just like sponsoring yourself all over again. It throws you right back to that excitement phase and you once again experience that high feeling and a thinking of "Isn't this wonderful. I'm so glad I'm doing this. I love it!" Even your selling products or setting up new product accounts will create the same feeling and will reconfirm your belief in what you are doing.

If, on the other hand, nothing is happening in your business; you are not able to sponsor or sell products, you will begin entering the next phase: the question phase:

## **The Question Phase**

What Am I Doing Wrong? This is usually the first stage within the question phase. You begin questioning your approach how you are going about building your business. At this point, you might get back with your sponsor; he or she might offer some suggestions, but just the fact that there may not be a magic solution for you could send you into the next stage.

Is this business the right business? "Maybe I've chosen the wrong business; after all, I can't get anyone to join me and share in my excitement, and I can't even find anyone who will just try the products! Hmmm, maybe this business isn't what I thought it was." This is a typical feeling at this point; it is at this point that you begin doing some soul searching, wondering if maybe there is another company/business out there; one that would be easier and at which you would more likely be successful. Additionally, you have probably been bombarded with lots of hype lately of other programs that some say are new and better and easier. So maybe, just maybe, you decide to take a peek at some of the others as you continue to work your current business and often what happens is that people see something that excites them; thus, the whole cycle begins over again: excitement, feeling good, and so on.

I've known people who are constantly jumping on the newest program available because they are constantly getting the feeling of excitement, and in a sense, they become addicted to MLM and new programs, but they never build up a future for themselves; only a present and, in most cases, they end up spending more than they ever make.

Then there are those people who have such a bad experience with building their chosen business that they go into the next stage of the question phase. Is network marketing/MLM really for me? This stage is a result of having such a bad experience that the feeling goes beyond just questioning the chosen company or business. At this stage, you begin having doubts about the industry, what networking and MLM are all about. In this stage, people begin to close their minds to MLM and to networking and simply make general statements that MLM does not work. That is why you will see ads that say, "This is NOT MLM" because they know that there are people who have had a bad experience in MLM and that they have closed their minds

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to such, but know that they do have a desire to build a business, thus unilevel programs or slick little alterations to a typical MLM program, however, it wasn't MLM that didn't work, it was something called "disillusionment." That was the real culprit. So the answer is not even a non-MLM pro-gram. I'll address that in more detail later.

## **Total Disbelief And Disillusionment**

This phase could be temporary or permanent. This is the "I don't want to have anything to do with MLM or network marketing phase. It's a total loss of the belief that one can reach their goals using an MLM or networking vehicle. In some cases, it's "never again." In others, a time-out period along with some new readings might cause someone to rethink this or in many cases, it's being monitored by a friend who wants to show them what went wrong and is willing to motivate them to give it another try.

## **SUCCESSFUL PEOPLE GO THOROUGH CYCLES, ALSO!**

Just because people have experienced some success in MLM doesn't mean they don't go through some of these phases and stages also. I have run across people who have been very successful at building their business, but certain factors came along that caused them to go through the various stages, even to the point of getting out of MLM altogether. At this time, I would like to deal with some of those factors because they could all be factors even if you are experiencing success.

1. Disillusionment. You are brought into a business with the thinking that you can earn a certain amount within a certain amount of time or you can build your business to a certain level within a certain amount of time, but it's not happening that way. Perhaps the goals that were set were unrealistic goals, yet it would appear that a successful business is being built. In other words, you are your own worst enemy because you are not meeting your own expectations. Disillusionment usually comes from hype and broken promises.

2. Wanting something too much and too soon. In a sense, this may be a form of disillusionment, but the problem comes in wanting something so badly that you have to have it NOW! Many of us have been taught that patience is a virtue. Patience is quickly becoming extinct because of the "NOW" society in which we live; when you add the Internet to this, we think we can build a business overnight.

## **Slow Growth And Stagnation**

Even successful business builders go through cycles of growth and stagnation. It's amazing how quickly inactivity will cause the mind to begin questioning and wondering, and this questioning and wondering simply leads to negative energy toward building the business.

## **UNSUPPORTIVE SPOUSE OR FAMILY MEMBERS**

Working a business without the support and belief of your spouse or other family members is tough. People see it as a reflection on themselves rather than a reflection on what they are doing, and begin questioning themselves. This factor seems to be less of an issue with those people who are experiencing success be-

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cause their successes give them enough confidence to overcome those feelings; however, it is still a factor to consider.

**Fatigue.** Some people get so excited and so driven that they will work hours and hours on their business, often in addition to a regular job. Feeling tired after putting in lots of time on the business or combining with one's current job could move one to a cycle of "Is this all worth it?"

**Rusted out and burned out.** People can rust out or burn out even doing things they are excited about and successful with. Working at an intense level over a long period of time can make a person question whether this much work and this much time involved is really Worth all the effort.

**Problems at the company level.** Companies that are having growing pains or making major-focus changes in policy. Or companies that seem to be inefficient in doing what they were set up to do can cause people to go through the phases mentioned previously.

**Companies going out of business.** Since 80% of all beginning companies go out of business within their first two years, this factor becomes a major-focus one, even for the successful business builders. It is not fun to build one business after another and having to begin over each time. People realize they are building for their future as well as for their present, and if their future keeps going out of business time and time again, then one can expect to go through the question disillusionment phases.

## **THE GOOD NEWS: WHAT YOU CAN DO ABOUT PROTECTING YOURSELF FROM THE MLM BLUES**

Consider the MLM blues a disease or virus that you may contact. The best defense against disease is to build up a strong immune system or to immunize yourself against it. Following is information on how you can build up your defenses from the MLM blues.

### **DEVELOPING A STRONG BELIEF SYSTEM**

When you believe in something . . . when you REALLY believe in something, you are less likely to be devastated when the going gets a bit rough. How do you do that? You do exactly what it was that got you excited about your business in the first place. You develop a sound belief system around the products, the company, the business and your support team. This may come as a complete surprise to many people, but the most important one of these is the product. Your whole basis of what you are doing is built on your own belief in the products. Sorry - there is no getting around that.

When you genuinely believe in the products, you believe in yourself because you are representing the products. **YOU HAVE TO BELIEVE IN THE PRODUCTS TO BUILD YOUR BUSINESS.** Once you believe in the products, then it becomes much easier to believe in the company, the business and the support team. As you use and

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experience the products, your belief in them increases. As you deal with the company as it ships out a product and as it pays out commissions in a timely manner, that experience should cause you to develop a belief in it. As you understand and support the compensation plan and the purpose and mission of the company and business, then you will develop a belief system in the business. As you are trained and supported by your sponsor and upline, you will then develop a belief in them as well.

Having a complete belief system with regard to products, company, business and upline will surround you with a protective shield against the MLM blues.

### **DEVELOPING CONFIDENCE**

Do you realize that one of the largest issues involving adults is “self image,” thus, confidence? So you thought that was only an adolescent thing. NOT! Lack of self-confidence is a major-focus issue.

Where does confidence come from? It comes from a belief system. Now you can again see how important it is to have a sound belief system because confidence in your business is based on your belief in your business. Confidence comes when you believe in YOU! You believe in yourself when you have a sound belief system. Having confidence in what you are doing protects you from the MLM blues.

### **DAILY OPERATING PLAN**

Having a daily operating plan will create enough activity that will allow something positive to happen over a period of time. My MLM mentor once told me that I should have at least ten things happen daily with regard to my business. By that, he meant a combination of phone calls, mail, personal contact; anything with that business should equal ten events each day.

That means putting in a set amount of time each day. It's better to put in 10 hours spaced around the week rather than one ten-hour day. When you are actively working your business a little each day . . . five or six days a week, you are putting another protective shield around you to protect yourself from the MLM blues.

### **RECOGNIZING THAT THERE IS A THING CALLED THE MLM BLUES**

Just knowing you may be susceptible to the MLM blues is another way to fend them off. Understanding that it is normal to have down days and down-and-out times is a protection in itself. When that happens, you can remind yourself that this is to be expected, and begin doing some positive activities to give yourself a booster shot. Having motivational books and tapes are great ways to immunize yourself from any long-term bout of the MLM blues. The car is an excellent place to keep some motivational tapes.

Reading books or magazines at the end of a long day may be just the thing to help you relax and motivate you for the next day.

### **CONTINUED LEARNING**

The networking industry is an ever-evolving industry. New technologies and techniques make it possible to build your business in new and exciting ways. Your

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reading this article is an example of continued learning. The Internet and bookstores provide a fountain of wealth with regard to building a successful business. Also, keep in contact with your sponsor for new and exciting developments.

## **HAVE AN MLM SOULMATE**

Everyone needs a person whom they consider to be their partner. MLM is no different. You need someone with whom you can share your ups AND downs, your feelings, your victories, your defeats! Please read a previous article of mine entitled, "Network Marketing, The Lonely Road." Having an MLM soulmate is a sure shield against the MLM blues.

## **BE REALISTIC**

Enter into your business with realistic goals. Don't expect to accomplish a five-year goal in two years; however, if you do, fine! Just don't get down on yourself when you want something badly, but cannot have it immediately. Check with your upline and find out if your goals are realistic and know exactly what you will have to do to accomplish them. Methodically working on your goals through proven strategies will go a long way toward building your future, but it won't happen overnight. Remember, a business that is worth having around for your future is worth spending some time to develop.

## **MY OBSERVATIONS**

The MLM blues are all around you, and they could attack you at any time. I am currently finding an epidemic of the MLM blues going around, and it is easy to see. In fact, I've been part of it! People are jumping from program to program looking for that magic company that is going to set them free. I see it over and over again: people getting excited, then quickly going into other phases only to get excited again about another opportunity and then through the phases again over and over.

It's especially rampant on the INTERNET, where we are thrown one hot opportunity after another and, in many cases, people are jumping into so many programs and feeling excitement after excitement day after day.

These people are either going to run out of money from "joining" almost everything that comes along, or they are going to get hit by the MLM blues big time and will crash so hard so as to never be heard from again. I can say this because I've been there! I can hope you will learn from what I have already learned.

The solution is based on belief and focus. If you really believe in your chosen business, then focus on it. There will always be a better program/business available, but how many times can you effectively begin up a new business? Where will you be in five years? Will you have five years of experience with one company, or will you have five different companies with one year of experience each? Research businesses and find one you can believe in: the products, the company, the business, the support team and, yes, choose a business you can feel certain will be around for your future. Your legacy needs to be what you leave behind, not what you thought was ahead!

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## **THE "TEN-PERCENTERS" — THE NETWORK MARKETER'S HOPE**

If You are New to Network Marketing you will discover, in time, something that happens in every business organization. My first network marketing sponsor told me something, but it initially went over my head because I was like a young child seeing only the great "wild blue yonder" in networking. Twenty-five years ago, my sponsor told me something that has proven itself over and over again:

Jim said, "Lon, be prepared for something. Only 10% of the people you bring into a network marketing business will work it. If you are lucky and if the conditions are right, you might get 20%, but don't bet on it."

I really didn't pay much attention to that at the time, for if I had, it may have sounded so discouraging that I might have never continued to pursue network marketing. I'm glad I did, however, and I'll explain why later.

I couldn't imagine people getting involved in an industry that showed people working with others so that all would do a little to create a lot and then do nothing. Why would anyone want to get involved in a business and not work it?

Well, I found that there are all kinds of reasons why people don't work programs they get into. So many factors enter into this; factors such as personal and family problems, lack of money, lack of time, lack of motivation, lack of knowhow, disappointment, frustration, the "jumping to the next great program" syndrome, etc.

Regardless of the reason, the fact remains that only 10% to 20% of the people in a networking business group will be the workers. You've probably heard the statement that 20% of the people do 80% of the work. Have you noticed the same holds true in just about anything you do, be it church, job, clubs, organizations, etc."

### **SO WHY EVEN BOTHER IF ONLY 10% WORK THE PROGRAM?**

This fact, by itself, shows the power of networking. People involved in the networking industry have become millionaires based on the ten-percenters in their business organization.

Huge, strong and successful organizations have been built based on this 10% factor. Serious network marketers work and live to find that next ten-percenter who shows up in their organization. Knowing this factor is what keeps successful networkers plugging away in their chosen business.

### **AND WHAT ABOUT THE OTHER 90%?**

The remaining 80% to 90% of the people in your organization can be your best customers. Hopefully, they joined the business because they believe in the product(s) your chosen network marketing company distributes. A strong company will have products that are affordable and of excellent quality so that people will come back month after month purchasing more products.

If people join only for the compensation plan, then those other 80% to 90% will not even be good customers, thus, causing a disease we call attrition (drop out).

You see, if people join a company for only to make money, then if they don't make money, they no longer purchase products. That is why it is essential for you to

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use and believe in the product if you are going to have a business organization of workers AND customers.

## **FINDING THE TEN-PERCENTERS—IT'S PART OF THE PROCESS**

What I didn't realize until after it happened was that locating the ten-percenters is part of the process. You may have heard this statement: "Sponsoring is the lifeline of your business." Sponsoring new distributors or representatives keeps the business organization growing if you run across some ten-percenters in the process.

These ten-percenters who are recruited don't have a crown or their head of a mark on their forehead. You may not even recognize them when you sponsor them. In fact, you may sponsor a person who was a ten-percenter in their previous business and may only be a customer or even a drop out in the business you sponsored them into. The ideal is to keep the process going, which will increase your CHANCE for ACTIVE ten-percenters in your group. Unless you have ten-percenters in your group, you are building your business by yourself! What is interesting is that you may not even be the person who sponsors a ten-percenter. Often, it might be one of your people who temporarily works the program only to get discouraged and drop out, leaving behind a ten-percenter for YOU to work with.

You've probably heard, "It's not whom you know, but whom someone else knows that will build your business."

## **CHARACTERISTICS OF THE TEN-PERCENTERS**

Ten-percenters usually have some common characteristics. They are self-motivated, extremely persistent, possess tremendous desire, ask lots of question, and have a strong work ethic. Most will follow a set system or program for building their business, and I find ten-percenters like to be communicated with and kept up to date as to what is happening in the business.

## **GETTING A TEN-PERCENTER TO WORK**

I mentioned earlier that ten-percenters are not necessarily recognized. On the other hand, if you sponsor someone who seems to possess the characteristics of a ten-percenter, that does not necessarily mean that they are going to be an "active" ten-percenter for you.

Notice I said ten-percenters are self-motivated; but they are not necessarily self-beginners. I find that it is extremely important to be able to bring the ten-percenter out into the open. This is done through communication, motivation and training. Making them aware of a systematic approach to building the business is one of the best ways to get your ten-percenters working for you. Making them feel part of what you are doing through a team approach is a sure way to get your ten-percenters to come out of the woodwork, so to speak.

## **INTRODUCING THE "ONE-PERCENTER"**

The network marketer's dream is to sponsor a one-percenter. The best way I can describe a one-percenter is "just get out of their way and let them go!" Where the ten-percenters can work with you to build your business, the one-percenters

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will build your business FOR YOU and could build you a lifestyle without your help. We networkers live to sponsor a one-percenter. Obviously, one-percenters are extremely rare, but definitely not extinct. One-percenters are so rare that you may get only one or two of these in your organization in a lifetime, but in so doing, they could build your business for you without you!

The characteristics of the one-percenter are similar to the ten-percenter with some additional key characteristics. The one-percenter will set both short-term and long-term goals; in fact, they are likely to write them out and share them with others. The one-percenter will extensively research several business opportunities before they make a final choice of their chosen business opportunity. One-percenters are natural leaders knowing how to motivate and train people in their organization. One-percenters are very creative, usually having the ability to develop their own approaches to building their business and coordinating that approach with their downline.

One-percenters stay focused on one business opportunity and do not jump from business to business. One-percenters are extremely persistent, and when something does not work out, they regroup and try something else. One-percenters are positive “people” people. They enjoy being around other people and get energized by helping people in their downline to better themselves through the business. It is even possible for you to be totally ineffective as a business builder, yet the one-percenter will move ahead even without you.

There is another characteristic of the one-percenters. They usually research to find the best sponsor. It is not uncommon for them to interview potential sponsors so they can determine who they want to sponsor them. Even though these one-percenters will build on their own, they want the security of knowing that their sponsor is truly their sponsor, a person they can communicate with and learn from.

What this means is that most of the time one-percenters end up being sponsored by other one-percenters or by ten-percenters. There have been instances where a person sponsored another person who became a ten-percenter and this ten-percenter moved on to become a one-percenter.

This certainly can happen, but those of us who consider ourselves serious networkers live for the day that we sponsor a true, proven one-percenter.

### **WHAT ALL THIS MEANS FOR OUR BUSINESS**

Building a solid business and income is a process. Most solid product oriented businesses are long term in nature. Due to the recent hype of new companies that have entered the marketplace, it is easy to think we should be earning a four- or five- figure income within the first six months to one year of beginning our business. Although that is certainly possible, it isn't probable because a solid business that lasts and lasts takes time to build.

Oh, yes, there are companies out there with which you can make a quick income that might be in the four- or five-figure category, but these incomes are com-



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ing and going due to companies going out of business or people jumping from one program to another. I'm talking about building your future, not just a quick fix for your present.

The process I am talking about is one in which building the foundation of your business is actually more important than building a quick temporary income. Because you are building a business AND an income rather than JUST an income, the process requires more time. This is because you will be sponsoring people based on the long-term benefits of the business rather than on the immediate income of the business.

I can't stress this enough. Due to some new companies and the quick dollars that are sometimes made with them, people seem to think building a long-term business means huge short-term income. Although that is possible, people may go into a business with that thinking and end up dropping out due to disillusionment and disappointment because they went in not knowing.

In other cases, I have seen individuals who created a quick income only to have it diminish very quickly due to drop outs or the company going out of business. When this happens, they are off to the next company and they try to repeat the process and in some cases, they successfully do, but my concern has to do with the long term.

Network marketing was set up with the idea that a person can build a business over time and that business will continue to perform for them long after they choose to quit working the business; in fact, long after they have passed on.

Building up one business after another due to businesses going out of business is about the same thing as having to go to work each day. In networking, we are working toward what we call "unearned" income. Unearned income is money that keeps coming in long after you quit working. In other words, the work you do today produces the income of tomorrow, even after you stop working.

This is called "retirement income" but the difference is that retirement income can be in hand at age 30 or age 35 or 50, etc. It doesn't have to be at age 65. Another feature of networking retirement income is that it's shielded against inflation. Because prices of products go up according to inflation, income goes up as well.

My experience shows there is only a handful of companies that are truly long term in nature; they have been around for years and are most likely to be around in the future. Eighty percent of the new companies go out of business within two years, and of those that survive, only twenty percent make it to five years.

Based on that, it makes sense to look closely at the companies that have a long track record. Sponsoring some ten-percenters and one-per-centers in a strong, solid company is the best way to create an "unearned" retirement income for your future.

### **THE ONE-UP VIRUS: THE DEATH BLOW TO YOUR MLM ENDEAVORS**

Have you ever had a belly-to-belly talk with someone and felt like you were being lectured to and really didn't appreciate what was said to you, but later, maybe

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after it was too late, you wished you would have listened and acted appropriately? You can consider this one of those belly-to-belly talks, and you can even consider it a lecture, but what I am about to tell you could save your MLM/networking life!

I have written about this one-up virus in previous Master Networker articles. Those articles made mention of what I am talking about here, but this article goes into more detail about the source of the virus. Those articles mentioned what I am talking about in this article, but at that time, I did not have any good data with regard to the effect of this problem.

## **THE SOURCE OF THE VIRUS**

The problem is what I called “the trampoline effect;” jumping from one program/company to another; but now I consider it a deadly virus. In fact, I’m giving that virus a name - the “One-up Virus.”

Basically, the one-up virus kicks in when you get into a program you really like, and you might even consider it the most state-of-the art program available, but along comes another program or opportunity represented by someone who will one-up you with what appears to be an even better program with a more advanced state-of-the art approach.

Many MLMers are jumping from program/company to program/company, and it is the new and average MLMers who are going to suffer an MLM death from this virus IF they choose to do this. In fact, it is already happening. I have come across more people who have already given up on the MLM industry either because they contracted the virus or people in their downline contracted the virus.

## **HERE IS WHAT HAPPENS!**

A person spends money joining a business, setting it up, beginning to market it, and along comes another opportunity that appeals to that person and he joins that business, sets it up, and markets it. Business-building and opportunity joining money continues to be expended, but little comes in because there is not enough long-term focus to create an income-generating business. You see, building a business is a process over a period of time. It’s not a matter of joining, getting it going, and then moving on to something. This is lottery mentality!

You will find people who are successful jumping from one program/ company to another, but they are people who already have a following or who have numerous contacts in order to get their newly joined program in profit at the beginning.

What you have is an MLM “junkie” mentality with a lead “junkie” leading the little junkies. Surely, the purpose is not to become a “lead junkie.”

## **NETWORK MARKETING - THE WAY IT WAS MEANT TO BE**

Network marketing/MLM was set up as a way to build a legitimate, product-driven business over a period of time through what is known as referral marketing. Companies began an MLM marketing approach so they didn’t have to advertise their products to the masses; thus, putting advertising money into commissions for those company representatives or distributors who built up a business organization of cus-

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tomers and other distributors through a process of referral marketing.

What has happened is that technology has come up with attractive ways to contact people: the Internet and all the business-building tools the Internet provides, massive fax-outs and plenty of mailed-out business solicitations. Although this technology is good, it has also made it easier to tempt people with what would appear to be the next-best program/company out there, thus, the one-up virus.

Another thing I have noticed is that people seem to be more in need of money and they need it NOW. It seems that we are looking for something that will give us lots of money without working very hard for it, but even those who are willing to work hard for it are needing it so quickly; therefore, programs that promise large, quick returns attract these people who either have the one-up virus or who are very susceptible to it.

## **IMMUNIZATION AGAINST THE ONE-UP VIRUS**

There is a way to protect yourself from the one-up virus. It's having a plan and sticking with it over a period of time. Consider these 10 "injective" guidelines as a way to immunize yourself against the one-up virus:

1. Extensively research business opportunities.
2. Choose the business and products that are right for you.
3. Choose a sponsor or group/ team that can support your efforts.
4. Develop a belief system so you believe in the company, the products, the business and your sponsor or upline team.
5. Put on blinders when other opportunities come your way. When you join another program, are you really saying you don't believe in the one you originally chose?
6. Develop short-term and long-term goals.
7. Continue to educate yourself regarding MLM and networking by reading books, listening to tapes and learning about the industry through articles such as this one.
8. Understand that building a business is a process, and earned money is a result of the process; not the beginning of the process.
9. FOCUS - FOCUS - FOCUS!
10. Understand that MLM will work with only 10% of your people working, but you have to be able to lead! (See Master Networker article on "The Ten-percenters.")

## **I HAVEN'T BEEN IMMUNE, EITHER!**

I don't want to come across as so pious, as though I have been totally immune from this virus. In fact, it would be easy for me to say, "Do as I say, not as I do." Due to my own slightly "addictive" personality, I have fallen from time to time, but the only reason I have survived is because I had enough contacts to put me at break-even at the beginning. That kept the income and expenses rather balanced, but the new and average MLMers are usually without contacts; thus, it becomes a losing proposition

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for them. The only thing that has really saved me is that I did many of the ten injective guidelines with what I consider my “feel good” company, and the process of building that business is paying nice dividends now.

It is my hope that I can help others by sharing my experiences so they can do it the right way the first time. A possible test is when you ask yourself if you became a distributor or representative for a “program” or for a “company.” If it is for a program, then most likely it is not yet a solid business opportunity. A company provides legitimate and affordable products and a business opportunity. A program is only a system.

Research and find a legitimate, honest and proven company that has products and a business opportunity you can believe in and then begin the process of building a business, not only for your present, but for more than a lifetime: your own legacy.

## **REMOTE MARKETING: THE SHY PERSON'S APPROACH TO BUILDING A BUSINESS**

Have you ever wished you could be more assertive with regards to sharing products or a business opportunity with others? Do you get chills when someone says, “Let’s take a look at your warm market?”

There is an answer to this dilemma, and it’s called “remote marketing.” Before I go into remote marketing, I want to first address why some people don’t see themselves as person-to-person presenters.

What we tend to say over and over is: “I’m just not a sales person” or “I’ve already gone to my warm market previously and they won’t listen to me again” or “I just can’t make myself approach people who may not have an interest in what I have.”

Whether this is a personality trait or a lack of confidence in oneself or a lack of confidence in the product and company one is representing, it really doesn’t matter because the feeling is real. “I just can’t initially approach people about something if I don’t know if they have an interest in it.”

I’ve even run across experienced networkers who still have that same feeling, and even though they have made previous contacts with people, they are reluctant to approach them personally with a new opportunity. What I have found is that many people who tend to be shy about approaching others are still very effective when people come to them first. In other words, have someone ask me about my products or my business, and I’ll show you excitement and lots of knowledge about what I have.

## **THE ANSWER CAN BE REMOTE MARKETING**

I’ve got good news for you! If you are like what I described above, you will be excited to know that there is an answer for you via remote marketing. Remote marketing is the art of building a business income without face-to-face selling. It’s the ability to get the end consumer/prospect to come to you because THEY want what you have or at least they are interested in what YOU have.

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Actually, remote marketing is more than that. It's the ability to build a business from your home without your having to stock and inventory products. It's the opportunity to have monthly income checks come to you due to your having customers from a distance—all over the world.

First of all, think of DIRECT MARKETING as a 600-billion-dollar industry. Direct marketing is making sales to end consumers or, in a networker's case, providing business opportunities and products to people. There are many strategies that are used for direct marketing, be it store-front marketing, catalog sales, telemarketing, online shopping, QVC, door-to-door selling, sales letters, etc.

Now think of network marketing, which is between a 5-billion-dollar and a 10-billion-dollar industry. Network marketing comprises only a small part of the direct marketing industry. Remember, MLM or network marketing is just a specialized way of getting products to the consumer, so network marketing is really a specialized approach to direct marketing. Direct marketing has to do with sales. That is how money changes hands. There is no getting around it. In network marketing, we use the term "sharing." We don't want to talk about selling, so we talk about sharing. The truth is, we are selling, and some people don't feel comfortable selling to people who don't "come to their store."

So, Your Challenge is to get people to COME TO YOUR STORE by creating a remote-marketing approach for your business. The challenge becomes: How can I get people to come to me first so I can sell/share what I have? Let's look at ways of doing this.

Setting Up Your Own Communication Options Such as Cell Phones, Websites, FaceBook, etc.

I would begin by setting up my own message center, a series of recorded messages that will serve as a screening mechanism for what you want to accomplish. You have a couple options here:

Get an answering machine that has several voice boxes on it onto which you can record a different message in each box.

Rent voice mailboxes in which you can record your message and retrieve messages from others.

This is the foundation of your remote-marketing approach, because once you have this set up, there are several ways to get people to come to you through your message center.

The question then comes up: Do you make your message center available via a toll-free number or a regular number? There are two schools of thought on that. Some people want to make it as easy as possible to get people to call to listen to the message, so they will tell you to use a toll-free number approach. Others will tell you that making those who have an interest pay for the call serves as a screening mechanism and eliminates the tire kickers without your having to pay for it.

One solution to this is to use a combination of the two approaches. Provide a

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very short message at an 800 number and then, in that message, give them another number to call. My own personal feeling is to make it easy for people to call by providing an 800 number and then letting people screen themselves out based on the message, with those who are interested leaving their name, address and phone number so that additional information can be provided either by calling the person back or sending them written material or a combination of both.

Something you must remember in using a message center approach: Don't try to make the sale—the close—with the message. The message has only two purposes: (1) to screen out those who are not interested; and (2) to generate names, addresses and phone numbers of those who are interested in obtaining more information about what you have.

What to do with your leads after you generate them is another topic in itself, but often, that depends on a number of factors such as location, your own personality, the complexity of the business opportunity, etc. The main thing with this approach is that we have people coming to YOUR STORE rather than your knocking on THEIR DOOR.

### **FEEDING INTO YOUR MESSAGE CENTER APPROACH**

With your message center up and running, you are now ready to utilize numerous strategies to generate leads. There is one purpose and one purpose only with these strategies, and that is to get people to call your message center.

These strategies would include utilizing classified ads in a variety of publications, display ads in papers and magazines, leaving business cards around, posting signs on community bulletin boards, mailing out postcards, mailing out letters, faxing out letters, advertising on the Internet, notifying your acquaintances on the Internet via email, posting in acceptable newsgroups or discussion groups, etc.

By beginning with the development of your message center, you work your way outward by then utilizing numerous approaches to get people to call your message center, thus, you have people coming to you rather than your going to them.

### **REMOTE MARKETING WITHOUT A MESSAGE CENTER**

Another way to do remote marketing is by mail-order. Mail-order marketing is a huge industry in itself, but it is for the experts. Mail-order marketing requires much business savvy and lots of money. Professional mail order marketers continually test and modify their approach. With a mail-order approach, sales are done by mail contact rather than by person-to-person contact.

Effective mail-order marketing is when you can send out a mailing to someone who will go from reading the contents to purchasing something based on what they just read, and even then, profits are not realized unless there are additional back-end products that can be sold over and over again or a business that can be duplicated by using the same process.

Trying to sell/share a business opportunity via mail-order is tough unless the business is so simple that it can be looked at, understood, and easy to sign up all in

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one mailing. If not, the mailing becomes a lead-generator approach rather than straight mail-order.

That's okay, though, as long as you know what you are doing. Perhaps you simply want to use mail-order as a lead-generating approach, having people send a request for more information back through the mail to you.

## **THE MOST COST-EFFECTIVE SYSTEM**

Remote marketing can be cost effective if done correctly, but the most cost-effective approach is a people-to-people approach. It's a referral-marketing approach; going to people you know and then going to people those people know.

Utilizing the Internet could be a cost-effective approach also, but the Internet involves more than just putting up a web page and waiting for people to come to it. Even though this article is about remote marketing, I feel it necessary to mention that person-to-person selling/sharing is the most cost-effective; however, it is quite okay for people to use remote marketing as their chosen approach for building a business as long as they are willing to pay for doing it that way.

Let's face it - remote marketing opens up a whole new world to the shy; a world that years ago was limited to the fancy talkers and expert meeting presenters.

## **ONLINE OR OFFLINE BUSINESS BUILDING?**

Are you strictly an "online" marketer, having discarded the thought of building a business via the postal mail? Are you a seasoned mail-order marketer now, being tempted to alter your marketing strategies by thinking you should begin marketing on the Internet?

This report will help you make a decision based on my own online and offline experiences. With the introduction of the Internet, marketers immediately saw what they thought was a marketing utopia. After all, the cost for marketing to millions of people was almost nil, and new techniques were developed to market to millions instantly with immediate feedback! Finally, a solution to the problems of expense and time when marketing via postal mail!

## **OR IS IT?**

The lure of the Internet to market products and business opportunities led to thousands and thousands of marketers beginning to market their products and wares on the Internet. Why not? All you have to do is place an ad and wait until people read it. Advertise in a few newsgroups and wait for the good news. Right? WRONG!

The result has been a "who can outsell the other" kind of marketing approach. With electronic mail, web pages, auto-responders, and signature files, it becomes possible to convince others that you have something they need in addition to what they already have and to do it all over the Internet. Just check the signature files of many of the people with whom you communicate via the Internet. You will note many will guide you to several web pages or opportunities. No longer are most people choosing only one program or business to promote, but are choosing several.

This is due to the ease of promoting a variety of opportunities on the Internet.

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With just tools such as self-replicating web pages, auto-responders, company-housed web pages, bulk emailing (that's another report), it becomes easy to promote several things at the same time; after all, no one is against multiple paychecks.

## **SO, WHERE DOES THAT LEAVE MAIL-ORDER?**

Initially, one might think this will eventually put an end to the mail-order approach to building a business. As more and more people get on the Internet, one would think fewer and fewer would utilize mail-order as a marketing approach. I would like to differ with that.

I feel mail-order can become even more powerful if utilized correctly as a partner to Internet marketing. In other words, mail-order can enhance your Internet marketing, and Internet marketing can enhance your mail-order approach.

We must remember that when we market goods, services, or opportunities, we are really in the people business. That means connecting with people, building relationships with people. The Internet provides the opportunity to do just that; and quickly. But consider using the postal mail as an extension of what you do on the Internet. Your rewards will be immediate.

There is something personal about sending and receiving postal mail. I've been told that the one thing people look forward to more than anything else is receiving their mail every day. You would think "sex" and a nice evening out to eat would rank higher, but apparently not so.

If you want to strengthen a new relationship that you have made via Internet, try sending them postal mail and see what happens. You will stand out in a way no one else does who sends email alone.

Consider a letterhead with your picture on it, which will make you a real person; you are no longer just an email address with a name attached to it. True, it is also possible to email your picture, but there is still something about the time and effort someone takes to send postal mail.

Think of relationships you have made via the mail and then see what happens when you find both of you are on the Internet and vice-versa (this works both ways). Create a unique connection with your prospect or referral - a connection most will not have, but you easily will when you take the small effort to work both sides now!

You will note an additional form of bonding; a strengthening in your relationship with this person. I have a special networking friend whom I met via mail-order. It just so happens we both are in education; we both are into networking; we both taught the same subjects in school; we both were born the same day and the same year. That was really neat, but when I found out he was on the Internet, our relationship grew even more.

## **SO, SHOULD YOU MARKET OFFLINE OR ONLINE?**

You should market both ways! You will be able to reach some people offline who you couldn't reach online. Additionally, you will be able to reach some people online who you couldn't reach offline.



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Personally, I feel that offline marketing results in getting people who tend to be more dedicated to a program that they get into than do those online. Online people get bombarded daily with “neat stuff” and although offline people do also, probably not nearly as much.

I have found that when I sponsor someone offline, they tend to focus on the program I sponsored them into over a longer period of time. They seem more dedicated. Now that is not to say Internet people are not dedicated to what they are doing, for there are some who are very dedicated; but I find many are dedicated to several programs rather than one. I'm not even saying that is good or bad, but just an observation I have made since I entered the realm of Internet marketing.

## **HERE IS WHAT I SUGGEST**

I suggest that you use a mail-order approach AND an Internet marketing approach, combining the two to build your business. Strengthen your online relationships by sending them follow-up information via postal mail. This is a very simple and cost-effective step to take.

You may have already led someone to your web page, using an online form requesting their snail mailing address, phone number, and so on. You've taken the steps to fully qualify their interest (as opposed to mailing postcards blindly), so when your sales message arrives in their snail mailbox, you establish yourself as REAL. Very few, IF ANY, of your competitors are taking the time to do this. Do you see the advantage this gives you? Do you want your offer to stand out?

Check with your offline relationships and see if they are also on the Internet. One way of doing this is to include your email address on your business letterhead so they will know you are online.

## **DO YOU WANT THE BEST OF BOTH WORLDS?**

If you want the best of both worlds, you should be involved in a business that provides you the opportunity to market online and offline via a TURN-KEY business-building system. Having web pages people can go to that will automatically allow them to join you in your venture and also having an offline turn-key system that will make building your business effectively and simply will give you the best of both worlds.

## **UTILIZE THE INTERNET TO MAXIMIZE YOUR BUSINESS-BUILDING EFFORTS— BUT BEWARE! ONE OF THE BIGGEST MISCONCEPTIONS**

The art of building any business, especially a network marketing business, has many ingredients. Building your business does not have a one-answer solution, but is a result of a combination of factors. Currently, one of the biggest misconceptions for those on the Internet or those thinking about getting “online” is that they think they will be able to build their business totally via the Internet. Although there are those who are successfully doing so, the average Internet business-builder is being left behind. Those who are successfully building a business on the Internet

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have either already developed a following of people online over a period of time or they had an offline group in addition to their Internet group.

### **Fact: 75% Of The Network Marketers Are Online.**

What does that tell you? If 75% of the network marketers are online, it would seem that only 25% are marketing offline. What you will find is some of the online marketers also market offline via mail order or advertising. Each approach has its own unique way of doing things so it is possible to be an expert at both online marketing and offline marketing.

With electronic mail, web pages and signature files, it becomes possible to convince others that you have something they need in addition to what they already have. There are now even online MLM programs with Internet tools as the product; thus, an approach of no conflict with your main business. All of this can especially be discouraging to "first timers" on the net. Instead of getting signups to their program or sales for their products, they get a flood of messages asking them to join other programs and to order other products.

Another factor is the number of programs people are getting into. Just check the signature files of many of the people you communicate with via the Internet. You will note that many will guide you to several web pages or opportunities. No longer are most people choosing only one program or business to promote, but are choosing several. This is due to the ease of promoting a variety of opportunities on the Internet.

With such tools as self-replicating web pages, auto-responders, company-housed web pages and bulk emailing, it becomes easy to promote several things at the same time; after all, no one is against multiple paychecks.

### **A WHOLE NEW BUSINESS-BUILDING MENTALITY**

So what is the above creating? What I see happening is a whole new mentality to building a business; at least an online mentality. Because the Internet provides an immediate action and reaction to a person's business-building efforts, people are getting the impression that building a business online will provide an immediate, lucrative income. I cannot deny that possibility and that reality for a select few, but I see something happening that I am greatly alarmed about. Actually, I am seeing two things take place: (A) the trampoline effect; and (2) the domino effect.

The trampoline effect is when people jump from one program to the next, looking for that big, quick income. The next opportunity looks slightly better than the previous one, and in many cases, it is. If that isn't it, then it's the "I want to be one of the first in this one" attitude, and then along comes another, and another, and another.

Once you get in the loop of email, it is really tempting because you get the news of the brand new opportunities on the first or second day they are introduced. Certainly, that can be very tempting.

The domino effect is when you are successful in creating a downline, but when

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people find they didn't make that big, quick buck their first month or two, they leave that opportunity for another. When you combine that with the trampoline effect, it creates a negative domino effect that basically undoes what was constructed over a period of time.

## **THE FICKLENESS OF THE INTERNET**

I see the trampoline and domino effects creating an Internet fickleness that may be a threat to one's long-term business success. After all, isn't the purpose of a network marketing business to create an income for our future as well as for our present? Are we forgetting some basic principles to building a business; you know: persistence and patience and focus? What is happening to that long-term belief in a business focus—knowing and believing in my “FEEL GOOD COMPANY?”

## **AN ADDICTIVE PURVEYANCE**

I see something else taking place with some of us who are on the Internet. Webster defines “addiction” as “to devote or surrender (oneself) to something habitually or obsessively.” In other words, it's the loss of control, with the irrational decisions and behaviors becoming a part of one's life. The pleasure we get just from working on the Internet can be addictive in itself, but when we add the desire and passion to want to make money, there is a real threat for addiction.

Consider the surges of “feel good” hormones going throughout one's body just as they do with a gambler or drug addict. The result may be several people on the Internet who are beginning to get their “highs” by joining one program after another with the hopes of hitting the big time. It makes me wonder how much different that is than going to a casino and playing Blackjack or Craps or Roulette.

Don't get me wrong! I'm not saying that everyone who is on the Internet who is trying to build a business is addicted or is even headed toward addiction. Obviously, not everyone who enters a casino is going to become addicted to gambling.

I am saying that there is a combination of factors that, if given to the right personality type, could create an addiction for that person (yes, a network marketing addiction) online or offline or both! Hey, I struggle with this very problem; so I know how real it can be!

## **WHAT DOES THIS MEAN FOR THE INTERNET BUSINESS BUILDER?**

What this means for the Internet business builder and especially for the new-comer, is that we must keep marketing via the Internet while keeping an accurate perspective. Please know that I am not advocating that you not use the Internet as your business-building method, but it should be only one of several approaches to building your business. Perhaps my thinking will change in time.

Another thing we must consider, due to what may appear as a “fickle” and/or “addictive” nature of many Internet marketers is this question:

How long term will your business be if most of your business organization is made up of trampoline and/or domino-effect people?

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## **SO, WHAT SHOULD YOU DO?**

Your business-building success will revolve around your own mind-set as to how you should go about building your business. I firmly believe you should not say, "I'm going to build my business only on the Internet." Instead, think of the Internet as one of several approaches to building your business. The Internet allows you the opportunity to reach many people online whom you couldn't contact offline; however, offline marketing will allow you to reach people you couldn't reach online. Do you see that more than one approach is necessary? Remember, you will be looking for people who will be focused and dedicated to the same business you are building.

Having trampoline and domino-effect people in your group will be a waste of your time and energy unless you can get them to see the error of their ways and yes, that is possible.

## **HERE IS WHAT I SUGGEST**

I suggest you use an offline approach mail-order, person to person, 3-foot rule, etc.) AND an Internet marketing approach, and combine the two to build your business. Strengthen your online relationships by sending them follow-up information via postal mail. This is a very simple and cost-effective step to take. You may have already led someone to your web page, using an online form requesting their snail-mail address, phone number and so on; you've taken the steps to fully qualify their interest (as opposed to mailing postcards or letters blindly), so when your sales message arrives in their snail mailbox, you establish yourself as a REAL person.

My personal feeling is that you need to find a program or company that is established, at least two years old. Did you know that 80% of beginning businesses go out of business within their first two years and that only 20% of those that survive make it to five years, and of those, only 20% make it to ten years?

Regardless of whether you choose a beginning company or an established company, you need to feel so good about what you have chosen that you can put blinders on and build your chosen business.

Use the Internet as a way to make connections and build relationships. Once you have a relationship built with someone, then you become credible enough to be able to present your chosen business opportunity to them.

Yes, you can use a web page to attract people to your business, but you still must have a way to develop a relationship or at least make a connection with these people if you want to move them into your business.

Can you imagine how difficult this would be if you are building several businesses at the same time?

## **SOME BASICS OF BUILDING YOUR FIRST BUSINESS**

Now that you have read my feelings and experience regarding the Internet, let's look at some basics for building a network marketing business.

There are three basic factors to begin building a lucrative long-term busi-

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ness. The first one I covered above—choose a company that you know will be around for the long term. Remember, you are building for your future as well as for your present, and choosing the right company is the most important factor because even though you may have the best marketing approach, if the company won't be around, your money, time and efforts will go for naught.

Another factor you will want to consider is whether you want to build your business by yourself—learning as you go—or whether you want the help and leadership of someone who has already been through the learning phase. Why make needless mistakes when you can learn from someone else's experience? In other words, choose your sponsor and business team wisely.

A third factor is duplicatibility. Are you connected to a sponsor (or team) who has a specific strategy? I'm talking about a complete system in place for you to utilize to build your business. How about a system that is already in place that not only lets you and all the people you sponsor to plug right into a strategy of automatic business-building?

Building a networking business can be fun and profitable, and it can be done by using both the Internet and smart offline strategies. I hope this article will, in some way, be helpful to you as you pursue your goals and dreams.



# **HITCH HIKER'S GUIDE TO 21ST CENTURY TEAMWORKING**

## **AN EFFECTIVE MARKETING TECHNIQUE ON THE INTERNET INCREASING YOUR MARKETING EFFECTIVENESS UTILIZING AN AGE-OLD ADAGE!**

I couldn't wait to get online AND GET RICH because I had something I loved that I was going to share with people. Thousands of people were going to come to me and purchase products or participate in my fantastic business opportunity. I was told Internet marketing was the wave of the future, and I was ready to catch it.

WOW! Was I in for a BIG surprise! Rather than thousands of people coming to me to purchase and participate in a business opportunity, I had thousands try to get me to purchase and participate in theirs. I had no idea I was getting into a "who can outsell who" community.

Additionally, I knew NO ONE on the Internet and no one knew me! I was but a grain of sand in an ocean of people and furthermore, when I tried to initiate contact with people, I was either ignored or told in so many words to "bug off."

### **WHAT WAS I TO DO?**

The way I saw it, I had two choices; (1) spin my wheels and do the same thing 90% of the other people were doing; (2) do something different from what 90% of the other people were doing. Well, the choice was easy. I knew I had to do something to give me an identity, and I knew that whatever I did would have to be perceived as something of value by certain people in the Internet community.

### **So I Went Back To An Age-old Adage!**

IT'S MORE BLESSED TO GIVE THAN TO RECEIVE was what I thought of. My thinking focused more on what could I GIVE to the Internet community; you know, find a need and fill it! Since the Internet is known as a source of information; thus, the information age, it made sense to provide information—much-needed information—to a segment of the online crowd that could benefit from it. THAT IS WHEN I DISCOVERED THIS EFFECTIVE MARKETING TECHNIQUE.

### **INITIALLY PROVIDE SOMETHING OF VALUE THAT IS FREE**

If you want to increase your marketing effectiveness, you must provide something of value to an audience and you must provide it FREE. They must perceive it as valuable to them. This is how you establish your own credibility, and this is how you

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open the door for an interactive relationship. It's your credibility and your abilities to build relationships that will vault you into the real world of marketing.

Once you effectively utilize this approach, you will no longer have to go to newsgroups to place ads to sell your business opportunity or products. No longer will you have to send unsolicited mail because people will be coming to you instead. It's a whole new world!

## **WHAT TO GIVE AWAY**

There are several things you can give away. I gave away some of myself - my experience of 25 years in the network marketing industry as a source of valuable information to those considering or those new to network marketing. Perhaps you have something about yourself that you can give away to a special group of people.

Most people who have discovered this "lost" secret to marketing will give away information in the form of an article or report or journal. You don't have to be a writer to do this. There are people who have already done the writing and will either give you or sell you reprint rights at a reasonable price. Your first job is to be creative in terms of finding a need and fulfilling it and when you do, the people will flock to you in large numbers.

Another idea is to give away products or samples of products. Hold a weekly or monthly drawing online. Have people come to your web page, register for your giveaway and create your own initial mailing list from those who register. Use these registrants as a basis for making contact with new people.

### **If You Need Something To Give Away Online, I've Got It!**

Do you think there is a need out there for people who don't know how to create a web page and don't know how to get a website for a web page? Do you think there are people out there who would love to have a professional web presence, but they have not yet learned anything about web pages? Do you think there are people out there who have heard of HTML, but have not taken the time to learn it so they can create their own web page? Do you think maybe there are people who want their own web page, but they don't want to pay the kind of money some people are charging to construct web pages? You think there is a need that needs to be filled? I think so!

Can you imagine giving away a website and up to five web pages absolutely FREE? You think you might have people coming to you because you are giving something of value away?

## **MARKETING BECOMES A CONTINUOUS PROCESS**

Once you have a process or system of providing something of value FREE to people, what you are doing is increasing your "warm" market.

Your warm market is people who know you. You now have a group of people you can go to with your product(s) or business. You now have a group of people who are more willing to have you share with the and, in the process, you will increase your own marketing effectiveness.

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When you take this process a step further by developing close relationships, you will have a loyal following and, who knows, they may join your next opportunity, not for the opportunity, but for YOU!

Yes, giving is more blessed than receiving!

## **ELECTRONIC MAIL (EMAIL)**

### **THE GOOD, THE BAD, THE UGLY**

With the Internet becoming such a force in our culture, especially in terms of information as well as business building, I feel it appropriate to provide my thoughts regarding electronic mail even though some of my readers may not be online yet. The chances are, most people will, indeed, be online within the next five years, based on the flood of new Internet connections taking place on a daily basis.

The intention of this article is not to be technical in nature; that is, it will not tell you how to do email or what programs are best for emailing. Instead, it will give you my thoughts on the use of email as a business-building approach.

#### **THE GOOD**

The way I see it, there are some definite benefits for utilizing email as a business-building approach. First of all, it is quick. It puts you in touch with people very quickly and it allows you to gather information very quickly. Many marketers now have auto-responders that will allow you to get information instantly. No longer do you have to wait days to get information that you are excitedly waiting for.

Email is especially beneficial in communicating with your sponsor and your downline members. Because it can be done quickly, there is usually more interaction among company/program participants, which strengthens the group as well as each person individually. It also allows for newsletters to be sent to a whole downline of people with the pressing of a couple keys.

Another benefit is the cost. For only the cost of your monthly Internet provider service, you can send email at no additional cost. There may be one or two commercial online services that may charge for sending and receiving email, but that is very rare. Juno is a service provider that provides free email and connect time, but with Juno you can only send and receive email. You cannot browse the web with Juno.

Email allows you to market your goods, services and opportunities to people you know. In fact, it allows you to market to people you don't know, and to people who don't care as well. By utilizing email, you can actually build a business without the expenses you would have using other methods.

#### **THE BAD**

Email has gotten the reputation much like bulk postal mail. Sending messages to people you don't know and to people who don't want to receive email from you can cause a bad feeling and, in some cases, people will email you back asking that you not send them any email again. Some will ask you nicely and some won't. When people get on your case for emailing them something unsolicited, it is said they are sending you a "flame" message. In many cases, they will talk down to you, curse you



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and even curse your family. In this respect, emailing is not good!

## **THE UGLY**

Some people will say the “ugly” part of emailing is bulk emailing. Bulk emailing is sending the same message to several people at the same time. Sending an unsolicited message or advertisement to hundreds and thousands and millions of people at the same time is called “spamming.” The “ugly” is not bulk emailing IF you are bulk emailing to people who know you. The “bad” is the bulk emailing to people you don’t know or to those who do not know you.

I can see bulk emailing being appropriate when mailing out to your downline or a group of people you know. But even then, if you are advertising or promoting something, it might turn them off to you and what you are promoting. In most cases, it is against the policies and procedures of your ISP (Internet service provider), and you risk the chance of their discontinuing your service. Using an apology at the beginning of a bulk email helps some, but it doesn’t hide the fact that it’s still spamming.

## **SO HOW CAN YOU USE EMAIL TO BUILD YOUR BUSINESS?**

If you will remember what I am about to tell you, building a business via email will not only be more pleasant, it will be fun and rewarding. Here is the key: **BUILDING RELATIONSHIPS BEFORE YOU PROMOTE YOUR BUSINESS OR PRODUCTS!** Use email to interact with people, share common experiences, meet new people, learn from people, engage in discussions with people.

When you do these things, you are building relationships. The Internet is already your common bond, but what else will you discover is a common bond? Perhaps it’s network marketing! Perhaps it’s a location! Maybe it’s a common business opportunity, but in competing downlines. It could be a common interest or a common acquaintance. Perhaps it is a common goal or desire. Email provides you the opportunity to build long-distance relationships quickly.

Effective business building is the sharing of the opportunity you are excited about with the people with whom you have a relationship. Why? Because they are more apt to listen based on the kind of relationship you have established with them and the credibility you have established.

## **SO WHAT ABOUT MAILING TO PEOPLE YOU DON'T KNOW?**

Notice I used the word “effective” business building above. Sure, you can mail to people you don’t know as a way of trying to build your business, but I would suggest doing it on an individual basis; you know, something like, “Hi, Bill! I noticed that you and I have the same desire to make money through network marketing. I’ve come across something that could perhaps provide both of us an avenue for reaching our goals. Below I have highlighted some of the benefits. Should you have an interest, please get back to me and we can discuss how you can benefit from xxxxxx. On the other hand if you are not interested consider this my personal wish for your success in your efforts regarding the venture you are now working.”

The above message will allow you to place your message in front of people in

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a nice and polite way. Who could be upset with you for wanting to share something that could benefit them and, at the same time, personally wishing them success in their own efforts, no matter what they are working? This approach won't be as effective as going to people you have a relationship with, but it might produce some serious inquiries and who knows, some new relationships.

### **KEEP YOUR BUSINESS-BUILDING EFFORTS IN PERSPECTIVE**

By keeping your business-building efforts in perspective, you will become a more effective marketer. If networkers have a major-focus fault, it is that many of us want to build our business immediately. We try so hard to make things happen that we actually become ineffective.

Unless you are already what is considered a "heavy hitter" (actually, a heavy hitter is a person who has established many relationships, which causes people to listen, which increases sponsoring capabilities), building a business requires a step-by-step process. It might be that you sponsor one person a week or one person a month. What it isn't, is jumping into a program, doing everything you can in the next five days to sponsor and then moving on to the next program. That is how building an effective business works.

### **IN CONCLUSION**

In conclusion, utilizing email to build and maintain your business certainly has a place on the Internet. I feel the benefits strongly outweigh the "bad" and the "ugly." Each person has to determine how far they want to go using email—the good?—the bad?—the ugly?



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## **WHY POSTCARD MAILING WILL ALWAYS BE KING! INDISPUTABLE BENEFITS OF POSTCARD MARKETING**

Considering the virtually endless amount of “hype” that’s constantly being slung at you from all sides online, it’s no real surprise that YOU have probably become a part of the statistic of unsuspecting folks who no matter what, swear up and down that there just **MUST** be pure gold in “them thar” websites and emails that constantly assault your email inbox daily.

Don’t be fooled, neighbor! Facts are facts and truth is truth. Truth is Postal Mail is and has Always Been King! When it comes to marketing via postal mail, using a strategy of postcard marketing has certain undeniable facts that should **NEVER** be ignored!

You see, postcards have **ALWAYS** gotten better results, but now in the 21st century with the Internet being completely adulterated by millions upon millions of people without a clue to what building a business is all about, postcard marketing is more powerful than **EVER**!

Let me ask you a question: Which would get your attention most, a beautifully designed, well written, compelling postcard delivered to your doorstep, or another spam email to go along with all the others that clutter-up your email inbox on a daily basis?

Don’t bother; I already know the answer! That’s precisely **WHY** I utilize postcards as my main marketing approach. Of course, there’s **MUCH** more to it than that, but that’s certainly at or near the top of the list of reasons **WHY**!

You see, historically postcards have a **REAL** track record of getting results. Postcard marketing can easily produce just about **ANY** kind of sales activity one desires. Internet marketers have used them as website traffic generators. Direct marketers have used them to generate sales leads, while retail establishments have used them to attract highly qualified, “pre-sold” customers.

## **GREAT DESIGNS PRODUCE FAST RESULTS**

Unlike the typical sales letter, postcards are small. Therefore, it doesn’t take a lot of time to create a sales message to deliver to your prospects. And because of their small size, printing, addressing and mailing them is quite simple and fast.

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In just a few days from design to deployment, postcards make getting sales literally a two- to-three-day process! Conversely I know many people who have tried many other forms of marketing that have done little or nothing to make them money. Some of them have been trying for years!! Perhaps that describes YOU?

## **Postcards Get Read More Often Than Not**

It shouldn't take you long once you stop and think about it, to agree that postcards get read far more often than another spam email. And it certainly is NOT some magical mystery as to why. Fact is, they get delivered "ready to read" and they get read!! They simply can't be ignored, deleted or trashed as can spam emails and other forms of automated advertising.

This indisputable fact guarantees that if YOU deploy a postcard program, you'll get maximum exposure for whatever message you're sending. Once again—which would get your attention most? A beautifully designed, well written, compelling postcard delivered to your doorstep, or another spam email to go along with all the others that clutter up your email inbox daily! And once more, don't bother. I already know the answer.

## **POSTCARDS AND DOOR HANGERS MAKE A GREAT FIRST AND LASTING IMPRESSION**

I like to get postcards. How about YOU? Fact is, I don't know anyone who doesn't like to get postcards in the mail. People like postcards! They're more personable, less threatening and, frankly, less assuming. It seems that no matter what type of email you get about an online opportunity, at some point, somewhere within the message comes the so-called "call to action."

The bad part is that it usually comes at a price, and I'm NOT necessarily talking about money, either. What I'm referring to is that call to action that more often than not includes a few words insinuating that YOU are some kind of "idiotic loser" for NOT jumping in with both feet immediately. Frankly, that makes me sick! I know you know what I'm talking about.

On the other hand, the beauty of a well-written, crafty, cheery postcard is that it's all but impossible to feel or make others feel that way, as the postcard is very short and to the point—just another reason people love getting postcards. I don't know about you, but nothing ticks me off more than some guru wannabe taking my inventory, especially when all he or she is doing is "faking it 'til they make it" anyway!! Anyway.

## **POSTCARDS ARE LESS EXPENSIVE IN THE LONG RUN**

Postcards are easy to use and quite inexpensive when all things are considered. Of course, some folks (the guru wannabes) would argue that point with me until the sun burns out if they could. Fact is, they could NEVER, EVER win the debate because I've studied the numbers and taken more surveys on this topic than anyone you know!

Truth be told, they're simply NOT gurus at all; because if they were, they'd

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already know I speak the truth. While they continue to flounder in a state of uncertain consternation, folks like me who know the truth stomp all over their imaginary sales numbers!

Here's how it looks on paper. I'm sure if YOU have been around marketing circles for 15 minutes, you already realize what I'm about to explain. Please pardon me if I seem to repeat myself at times—it's for a purpose.

Fact is, in spite of what the false gurus and internet prophets tell you, email marketing is NOT all it's cracked up to be. Not even close. Nor is it coming back anytime soon! Sure, back when the Internet was young, you could send out an email and get lots of sales.

Now that it's pretty much been completely ruined by spammers pushing their programs, as well as the porn kings and the likes; the Internet is a joke when it comes to getting any kind of positive results through email marketing.

So back to the original point: Postcards really are a far superior and less expensive way to market any product or service, providing it's legal, of course! As I said previously, I know many people who continue to spin their wheels and lose more and more ground to those of us who actually have a clue. I hope that YOU won't join the ranks of the clueless!

## **POSTCARDS ARE SUPER EASY TO TEST**

Once again, if you've been around for 15 minutes, you already know that testing is essential when it comes to promoting anything. Those who just go at it blindly and hope that they make money, never make money! Ever! But those who test and test and tweak and test until they fine-tune their promotional campaigns, those are the folks who actually win and win BIG!

So testing is the key, and testing postcards is very, very simple and inexpensive. It's simple to send a new design to a small group of people and quickly get a really good snapshot of whether or not the postcard you've designed is worth duplicating and deploying. If you get the positive results you're looking for, great! If you don't, it's easy to go back to the drawing board for another tweak. Once you finally get that killer response you've been dreaming about, then in the words of my good friend Emeril, "Bam! Let 'er rip!!"

## **A SAD STORY**

I know people who are so stubborn that even though they've been trying to market online with little or no success for several years, they keep throwing their money into a black hole, never admitting that I'm right!

Oh, well, what can I say? I've tried and occasionally I still try. Maybe some day they'll climb down off their high horses and join those of us who know what time it is. Ya' think? (Man, I just can't make a long story short, can I?) Anyway, it's super easy to test the profitability of a postcard. Just send it to a small group of prospects and see how many reply. If you're cool with the results you get, fire off a larger mailing and cash in BIG!!

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## **COMPETITORS CAN'T COPY YOUR UNIQUE POSTCARD MARKETING SYSTEM**

When using postcards, it's 100% impossible for your so-called "competitors" to even begin to copy you. Therefore, they simply cannot use your own work against you, which is almost always what happens when you create a cool new way to promote. Because it's your unique postcard marketing system, you remain in complete control of your own "exclusive" brand.

Sure, a few competitors may see your marketing postcard, but that's pretty much the extent of what they'll know about what you're doing. Fact is, they won't know what lists you're using, how many postcards you're mailing and how often, or anything else outside of what your prospects, the general public, get to know. Of course there are many more advantages to market using postcards. But those which I've listed in this special report should suffice. I'm fairly certain that you're now at least thinking a bit more about why you should definitely be using postcards in your marketing. If you're not, you should be!!

You'll be pleasantly surprised, perhaps even shocked at how well postcards work in the 21st century, in spite of what the plastic gurus and false Internet prophets will tell you while trying to sell you their latest, greatest new ebook or magic software!

### **DUPLICATION IS ESSENTIAL!**

The ability to tap into a "turnkey" system that's already proven is key when trying to build any business. Postcard marketing offers just such a turnkey system that anyone, no matter what their level of sales and marketing experience, can easily do without much hassle at all. No need whatsoever to reinvent the wheel, and certainly no shame in not doing so! Fact is, most people are simply not good leaders; they're followers. If there's a simple, powerful, proven system they can plug into and begin making money, they win! You win! Everyone Wins! Beautiful, automated, perpetual income. A beautiful thing!

### **EIGHT BENEFITS OF POSTCARD MARKETING**

With the "hype" of making money online and the idea that there is gold in them thar websites and emails, I've come to the conclusion that **POSTAL MAIL IS STILL KING**. When it comes to marketing via postal mail, utilizing a strategy of postcard marketing has its benefits. Bob Leduc of Las Vegas who is an experienced marketer says it best in his article called "7 Benefits of Postcard Marketing."

### **SEVEN BENEFITS OF POSTCARD MARKETING**

Postcards produce even better results for marketers in the 21st century than they did in the past, especially when you use them to generate website traffic and sales leads.

Here are seven of the many benefits and advantages you gain by marketing with postcards.

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## **1. Postcards Work For Any Business - Including Yours**

Postcards have a proven history of producing just about any kind of sales activity a business wants. Internet marketers have used them to generate profitable website traffic. Direct marketers have used them to generate receptive sales leads. Retail stores have used them to attract "pre-sold" walk-in customers. And, well, you get the idea.

## **2. Postcards Produce Fast Results**

Postcards are small so it doesn't take much time to create a sales message for them. The small size also makes printing, addressing and mailing postcards a quick job. Your postcards can be in the mail a few days after you decide to use them. Two or three days later you'll be getting sales from them.

## **3. Postcards Get Read**

Postcards get delivered ready to read. They can't be ignored like other types of mail. This guarantees maximum exposure for your sales message. Think about it. Did you ever discard a postcard without first scanning it to find out what it was about? You can't do it.

## **4. Postcards Make A Good First Impression**

People like to get postcards, probably because they get so many of them from friends and relatives. You can make the most of this positive first impression by using a personal approach for your postcards. For example, include the actual name of each person in your message, as well as anything else you know about the prospects on your mailing list.

## **5. Postcards Are Inexpensive**

Postcards are simple and inexpensive to use. You can print them for just a few cents each. And in the U.S. you can even send postcards by first class mail for only 34 cents. That's about 26 percent less than the postage for letters.

You get this special reduced postage rate by making the size of your postcards at least 5 1/2 x 5 inches but not over 4 1/4 x 6 inches in size.

## **6. Postcards Are Easy To Test**

It's easy to test the profitability of a postcard. Just send it to a small group of prospects to see how many reply. If you're not pleased with the results, revise it and repeat the test. Once you're happy with the results you can send out a larger mailing.

## **7. Competitors Can't Copy Your Postcard Marketing System**

Competitors can't copy your system and use it to compete against you like they can (and always do) with other types of advertising. One or two competitors may see your marketing postcard, but that's all they will know about what you're doing. They won't know what lists you're using, how many postcards you mail, how often you send postcards or anything else about your postcard program.

There are many more advantages to marketing with postcards. But these seven

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should be enough to get you thinking about them. If you've never used postcards to promote your business or if you haven't used them recently, test them now. You'll be surprised at how well they work in the 21st century.

The eighth benefit is a real biggie if you can tie into a system that is already set up for people who use it. It's... .

### **8. The Duplicability Factor**

Being able to tie into a system where one person or one company is the central source for all responses makes building a business somewhat of a "hands-off" approach. It really is as easy as just handing out or mailing out postcards.





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## **HOW TO CREATE YOUR OWN ONLINE BUSINESS-BUILDING COMMUNITY—AND WHY WHAT IS AN ONLINE COMMUNITY?**

A community is a group of people based on common interests. An online community is a group of people who have similar interests on the Internet. Master Networker subscribers would be considered a community as they have an interest in learning more about home-based businesses; specifically, network marketing businesses. A community can be very broad-based as an overall subject area or it can be very specific, based on identified interests. One can even have communities within communities.

### **WHY CREATE YOUR OWN ONLINE COMMUNITY**

Creating your own online community is the best way to demonstrate your leadership along with establishing loyal followers. People are attracted to positive leader-type people, and by being a positive leader, you can build your own loyal community. This is especially important due to the problems one would have by spamming. Oftentimes, people ask me to whom they can email if they do not yet have any online connections and if they are not allowed to send unsolicited mail to strangers. The answer to that is to create your own email list by building your own online community.

### **A UNIQUE WAY TO BUILD YOUR OWN ONLINE COMMUNITY**

Below, I mention some conventional ways to build an online community as well as how you can be part of an online community, even own your own.

There is another way to create your own community. Have you ever considered making something available to people who get it for free just for the asking?

You need something that has value and be of benefit to the person receiving it. If you don't have your own mailing list, then you would be limited to advertising in appropriate places or maybe return email or through discussions via chat rooms or even your signature lines in discussion groups. The main thing is to be able to offer people something free and, when they request it, place them on your inhouse mailing list. When you email them, remind them that you are the one who gave them such and such.

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Offline, I like to give away a free hard-copy Master Networker article by their choosing what seems to interest them the most from a list of twelve articles. That allows me to see which articles are most popular and also lets me add them to my inhouse mailing list.

## **KINDS OF ONLINE COMMUNITIES**

The most popular kind of online community is newsgroups. There are two types of newsgroups—moderated and unmoderated. Moderated newsgroups are headed up by an individual or group of people who screen messages before they are posted to the total group membership.

Unmoderated newsgroups are those that allow people to post to the group membership without screening. Newsgroups have rules and regulations, with some newsgroups enforcing their policies more than others. Basically, newsgroups offer a way for people to exchange information with each other so all can benefit.

The next most popular online community is a list-serv. A list-serv can be set up by anyone who has the ability to manage it. There are two types of list-servs. One allows only the owner to send messages to those who have subscribed to that list-serv, and the other allows everyone to post to the list-serv for all to read.

The owner-based list-serv is most used by owners of online ezines (online publications) as a way to educate and inform his/her subscribers. The share list-serv is most used by people who want to interact with each other, yet there is someone who oversees and monitors and even participates in the sharing type of list-serv.

In order to be part of a list-serv, you must subscribe to it based on the directions of the list-serv. One such example of a business-sharing list-serv is Govinda. This is a place where people can discuss business as emails to each subscriber as other subscribers' email. This is an excellent way to learn more about certain business topics and also to develop new relationships in the process. You can email to: majordomo@ultimate-list and type "Govinda" in the body to subscribe.

There are advantages and disadvantages to both types of lists. The open list tends to attract some junk email and advertisements, but allows for a very open forum for a free exchange of ideas and information; the closed list tends to be more focused on specific topics, and may be a better quality of specific information; however, the range of information may be narrow depending on the mission of the list-serv. Ezines are online publications that are managed by using a type of list-serv to get the ezine out to its subscribers. Ezines were popular communities in the 90's. Now people can simply subscribe to newsletters and automatically be sent such.

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*Never  
give  
up*

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## **FREE REALLY ISN'T FREE: THE HIDDEN COSTS OF ONLINE MARKETING**

I know you have seen offers like:

A ten-dollar business,

or

\$25.00 onetime will put you in business for a lifetime.

or

Join our "no cost" business!

Heck, I've sent out offers like these myself. That is what attracts people. The cost of joining a business, be it a onetime cost or a small monthly fee, is not the problem. In fact, that is what is good about an online business. It is actually affordable to begin an income-producing business online.

Given that, it makes sense to take such a business and leverage it into some kind of regular income. But do you know what is involved to do that?

## **THE HIDDEN COSTS OF ONLINE MARKETING**

What novices don't realize are the hidden costs of online marketing. It really is no different from beginning any business, even an actual storefront business. The problem is, people seem to fully understand that when setting up a storefront business, there will be additional costs. They understand that there will be leasing or renting, employee wages, advertising, maintenance, and a host of other business expenses. These are expected, and so aren't hidden costs.

With online marketing, the costs do seem to be hidden. This isn't because they are actually hidden, but because people don't realize they're there. In fact, there are people who think an online business means they can bypass the expenses of a conventional business altogether!

When they discover there are business-building costs for online marketing, it can take them by surprise. It may even discourage them. In a sense, you can think of an online business having similar (but different) costs to a conventional business. For example:

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## **PRODUCTS**

Any business must have a product to sell or provide. A conventional business may require you to purchase thousands and thousands of dollars worth of merchandise to have in stock. This is a major expense, and necessary for “brick and mortar” type businesses. You can’t sell unless you have the product available. And as always, people will want it now. Many online businesses require that you purchase a product or service every month in order to qualify for commission.

In some instances, you can purchase at wholesale and resell at retail. Or you may have to purchase products for your own use, and that is all. Either Way, a product has to be purchased for the business to succeed.

The difference between a brick and mortar business and most online businesses is that you don’t have to purchase thousands of dollars worth of inventory. In some situations, you will purchase just once and be fully qualified for a lifetime. In other situations, you’ll need to purchase monthly to qualify for monthly commissions. Also, with modern technology there are now products that you don’t actually have to stock on a shelf. Information is considered a legitimate product as well, so that adds a whole new array of products we can use for ourselves or make available to others. In reality, the cost of products in an online business is often a minor expense for your business.

## **A STORE FRONT**

In a conventional business, you’ll pay to lease, rent land and/or a building. The cost is dependent on several factors, with location being the major consideration, followed by the amount of space you want. With an online business, your storefront is your website. Instead of paying monthly rent for a building, you pay hosting and domain costs; and if you are a serious business you will pay server costs.

When you have a website, you have to have a place to host it. That is a monthly cost. Additionally, you have to have a website created, and will need a domain to go with it. These are minor costs in the big picture, but they are costs and should be considered.

With some online businesses, a company provides you with your own website to market. Some provide them for free, while others charge you a monthly fee. It’s a relatively small cost, but certainly necessary.

## **ADVERTISING**

It’s no secret that when you have a conventional business, you are going to have to advertise. You need to get people to your store. Advertising is a major cost of doing business, and although word of mouth is the best approach, advertising to the masses has advantages as well. With online marketing, advertising is also a major cost. Your website is but a speck of sand in an ocean of businesses. Effective online marketing requires massive action to get massive results.

It is different from conventional advertising. With an online business, you have to advertise via ads in many different ways. If you send emails to people, you have to

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do it massively just to get a few to your website. Even that is going to be dependent on how effective your ads/emails are in the first place plus getting your emails delivered to where and who you want them to go is another story.

For example, suppose you choose to email people to invite them to look at your website. That means you need leads. What kind of leads?

### **WHERE DO I GET LEADS? HOW DO I GET GOOD LEADS?**

There are so many factors regarding leads that it takes time just to learn the ropes about leads. What people don't realize, is that they may purchase 10,000 leads thinking all these people are going to look at your website. But there are so many factors involved, there is no way of knowing what to expect until you try it.

Also, if you're emailing leads, you need to use an autoresponder to do so effectively. This will cost you anywhere between \$20 and \$40 per month, depending on your usage. There's a big learning curve just for autoresponders! Without them, the only people you can email are your own circle of acquaintances (due to spam complaints).

And then how do you email without having spam issues? That's a whole new area to consider, and massive emailing is not for the amateur marketer.

In addition to emailing, there are other ways to advertise, but that doesn't come easily nor does it come cheap. And that's not even addressing where to advertise and how to advertise and being able to effectively track your ads to see if they are working in the first place.

### **OTHER EXPENSES**

There could be other expenses as well. You may need to purchase software, ebooks and other materials that teach you how to market your business on the internet.

Another expense is time. You've heard the phrase, "Time is money." Many novices expect to instantly make money. They need it now, and when that doesn't happen, they think online marketing doesn't work. Like any business, it takes time to begin and get it established. Actually I have a word formula for success when it comes to marketing: Profits = Patience Plus Persistence.

### **WHAT I HAVE TO SAY ABOUT ALL THIS**

I must also say this when it comes to online marketing:

For me? I had money to leverage into an online approach to business-building. In other words, I took money I had either saved or extra money I was earning elsewhere and applied it to building an online presence. Thank goodness I had that because I initially lost money when I began. I came to find that was not uncommon. In fact, I've heard that 95% actually lose money, but the difference for me is I had money available for me to get up again after I was knocked down. Most people get discouraged and quit either because they don't know how to do the online thing or they don't have extra funds to try again.

If you are someone who is thinking online marketing is the magic answer for

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some immediate and fast income, I'm afraid you will really be disappointed. Now don't get me wrong. After all, who am I to tell you or anyone else that they can or can't do something. The power of motivation and the will and passion to make something happen is still the determining factor when it comes to becoming successful, not only with an online business, but in anything we do, so don't take this as my telling you that you can't do it. All I am saying is that 95% seem to fail, and it would please me greatly if you would become one of those 5% who makes it in this industry.

When people approach me who need money NOW and they are exploring the Internet as a way to make some quick money and they seek my guidance, I am honest with them. I tell them what they really need to do if they want to begin a business is to begin one in which they can purchase products at wholesale and sell them at retail. The profit is in the sale.

The problem? Most people don't want to do that and even if they did, where do they find their customers? Also, most people don't know where to go to find products they can believe in and sell.

### **A WORD OF ENCOURAGEMENT**

The above information should give you a better understanding about what to expect with online marketing. The costs are not really hidden. It's just that novices don't think about these costs, and it comes to a surprise to them. Hopefully, this information will help you better understand what to expect.

I think back on all I had to learn, and all my expenses. Had I not persisted, and gone through what was necessary to build an online income, I wouldn't be doing this full-time now. It didn't just happen by magic. It took place over time. The truth is, it's possible, but it's not easy. It takes effort, persistence and patience. A passion for business helps. And it also takes some money!

I like to provide my "P Word Formula" as a guide to being successful in any kind of marketing endeavor:

**PROFITS = PATIENCE PLUS PERSISTENCE PLUS PRAYER**

### **SPONSORING AND RECRUITMENT FULFILLMENT**

#### **UNDERSTANDING THE NATURE OF PEOPLE**

Whether you have obtained new distributors via the distributor recruitment program or from your own recruiting efforts, it is important that you understand the nature of people. It has very little to do with the company or the products one represents but has much to do with the nature of people. Let's face it. People are people and because of that, you are going to have some distributors who join a company and do nothing. On the other hand, you are going to have some distributors who will do something on a consistent basis and then you will latch onto the rare find who will build a huge business for themselves with you benefitting as well.

Let me give you some industry averages so you know what you are dealing with. Of those people who become distributors for a company, 25% to 50% will simply be customers. That means they will get the product monthly and do nothing else.

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No sponsoring, no business building. But, guess what? That's okay. Any business needs customers, and in our situation, customers produce commissions to the distributor above them.

Of those distributors, 10% to 20% will be business-builders. They will sponsor one or more distributors and work with those distributors to help them sponsor distributors as well.

Of those business-builders, 1% to 5% will be "heavy hitter" type business people who will go to all extremes to build their business. Just get out of their way and let them do their thing. These are the rare finds, and these are the people who will build you a huge income as they build their own business.

Unfortunately, approximately 40 % to 50% of the distributors will do nothing. In fact, they may not even become customers on an ongoing basis. As disheartening as all this may sound, large million-dollar network marketing businesses are built all the time by those knowing these statistics.

Can you imagine a regular, non-networking business surviving on those statistics? It can't. It would be out of business within months, but that is not true about your networking business.

You see, you have to go through the numbers to find those customers, business-builders and rare finds. In fact, once you have some business-builders in your organization, you will have help finding those rare finds because they will be helping you with the numbers because they are in your business organization.

Your goal is to find one rare-find distributor in each of your business legs. That means you need to keep sponsoring new people or you must continue or order additional new distributors. The nice thing is that as you work toward finding those rare finds, you can make money based on the customers and the business-builders you find along the way. That money should be reinvested right back into your business until your business has those rare finds you need.

### **MOTIVATION VS REWARD**

This brings me to another subject—a subject about which I can say, "I've been there and done that." Additionally, I have researched it from other sources and have listened to tapes from millionaire business-builders.

Novice distributors will think they can motivate people into becoming customers, business-builders or rare finds. You know, they will think about how they can give someone something to try to get them to do something. That may work with young children, but it doesn't work with unmotivated adults. Let me make this strong statement:

Self-motivation is the basis for taking action when it comes to building a business! Motivation must come from within based on several factors. You can encourage and you can give and you can bribe, but you can't make people do something if they really don't want to do it.

Not only will you be wasting your time, energy and money, you will also be



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sending these people a message that they will have to do the same if they decide to work their business. The result is that nothing really happens, yet you are out wasted time, money and energy.

Reward, on the other hand, is different. It is showing your appreciation to someone for something they have done or accomplished. Let me show you the difference in trying to motivate a person into doing something versus rewarding someone for doing something.

Here is an example of a person trying to motivate a person to do something: "I will place xxx number of people under you to help you out." The person who does this thinks that by doing so, it will motivate his distributor to go do something. Instead, it has the opposite effect. He didn't have to do anything to get something, so he is rewarded for doing nothing.

Here is an example of a reward: "If you purchase three guaranteed co-op shares, I'll purchase one on your behalf." In this case, the distributor has to be self-motivated enough to purchase shares and to let you know he has done so.

Now your offer becomes a reward for their doing something, and you have also taught him how the principle of reward works, so he may want to do it for his distributors as well. So with this in mind, I want to teach you a principle that you need to live by when building a networking business:

Spend your time and energy working with business-builders and understand that others will come and go.

### **AVOIDING COMMON MAIL-ORDER MISTAKES**

Not everyone has worked in an office atmosphere. And when this type of person decides to go into a mail-order business, they don't know the first thing about communicating properly to other dealers and potential customers. This lack of communication can close a new mail-order business faster than lightening. Here are some tips to make your transition smoother:

#### **ADDRESSING YOUR ENVELOPE PROPERLY**

You should use a # 10 business sized envelope (not the short ones you use to write to your mother). The envelope should contain the full name and address of the person you are writing to as well as YOUR full name and address in the upper left-hand corner. If the letter is undeliverable because a dealer has closed due to death or illness, or if your recipient has moved, you will get the letter back if your return address is in the upper left-hand corner. In addition, if something should happen to the contents inside the envelope, the dealer can contact you because of your return address. Try to avoid handwriting your return address. Sometimes these are impossible to read. If you can't afford preprinted envelopes, by all means use return-address labels.

#### **INCLUDING A COVER LETTER**

This is especially important when mailing to someone you don't know. Allow people to meet you in a warm and friendly way by including a cover letter explain-

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ing who you are and what the enclosed is about. Let your personality shine through your letter. I've even seen cover letters with the person's picture in the upper corner of the cover letter.

Remember, you are trying to establish your presence. It's like trying to get your foot in the door by introducing who you are and what you can do or provide for the person who reads what you include in your envelope. Tie your cover letter to what you have to offer, but do it in a way that makes people want to do so because of YOU! In other words, present the best YOU!

If you are asking your recipient to purchase something, include an order form and specific directions as to what they are supposed to do. Do not let them assume anything. Nothing is more frustrating than to receive an order from a customer with a check or cash enclosed with NO explanation of what the person is ordering. Beginners often forget that the average mail-order dealer has hundreds or even thousands of products and services. Many of those items might be priced the same.

### **MAILING TO THE RIGHT PEOPLE**

The right people are those who know you and are interested in the same type of things you are promoting. This is what we call a "house list." The most successful people in mail order are those who have grown their house list over time. The way to grow your house list is to make contact with others like yourself and by build up a business relationship with them.

Since anyone's house list is limited, you need other people to mail to. That is when you utilize list brokers to provide mailing lists to you based on what you are promoting. There are many factors involved when dealing with list companies as you purchase targeted names to mail to. I have a separate article that deals with those factors. My article, "What to Expect from Mailing Your Offer To Others," addresses such things as "nixies" (undeliverable returns of your mailings), the offer, the leads or mailing list, how the offer is presented, the timing of the offer, the readiness and interest of the receiver for the offer, the cost, and other unknown factors. As you can see, there is much to learn when it comes to mail order, but we know "knowledge is power."

This article addresses much of what you need to know when it comes to mailing something to other people...and to the right people!

If you would like a copy of this article, simply send me a SASE (self addressed stamped envelope) and I'll send it to you.

### **YOUR ATTITUDE AND YOUR STATE OF MIND**

I'm sure you've heard, "Your attitude determines your altitude." There is something to say about having a positive attitude when mailing out your offer to people. I know of one person who prays over each envelope she sends out, and she tells me her prayer isn't about "please let me make money from this person," but rather, a prayer of "may this person benefit from what I am sending him/her." Perhaps there is such a thing as positive energy going out; I don't really know for sure, but it works

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for her as she has made more than \$100,000 over the past three years based on what she is promoting and has had a positive effect on others as well.

### **EXERCISING PATIENCE AND PERSISTENCE**

One thing about mail order is that it takes time. Unlike the Internet where things happen so fast, the nature of postal mail means it takes time to see results. Oh, by the way, there are positives AND negatives when it comes to marketing online. It is easy for people to give up too quickly because of their own false expectations. That's where patience comes in. Probably even more important than patience is persistence. You must be persistent over time. In other words, you have to show consistency by doing it over and over for a period of time to really know how well it will work. I often think that had I given up based on my first attempt, I would not be where I am today. Thank goodness someone told me to "just keep trying." It may not happen the first time or the second time; it may be the tenth time, but those who are successful in mail order know how to get back up when they are knocked down.



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## **TWENTY-ONE SUGGESTIONS ON HOW TO GET YOUR MARKETING ENVELOPE OPENED!**

If your envelopes are not opened, you can't make money! Before you can get an order, the recipient of your package must first open the envelope. Unfortunately, many recipients simply discard the material without opening the envelope. You can change that to your favor.

Because of the high cost of printing, envelopes and postage, your mailing package represents a sizeable investment. Then to have your sales material discarded even before it can be read seems to be something any mail-order marketer would want to deal with.

With the following methods, you will have a substantial reduction in the number of unopened envelopes and a pleasantly profitable increase in sales.

1. If your envelopes look like junk mail, they will be treated like junk mail. (In other Words, thrown in the trash without being opened). The solution is simple: Don't mail your material in envelopes that look like junk mail!

2. Avoid using mailing labels; they make your envelopes look like junk mail.

3. Type or print the recipient's address on your envelope. Some people are able to set up their printer along with their database of names so that they can simply run the envelopes through the printer with it printing both their own return address along with the recipients' names and addresses.

4. Your return address information? Neatly write or print your return address on the envelopes or have a printer preprint envelopes with your return address on them. The United States Postal Service has envelopes available with your return address printed along with the first-class postage. I've even cursively written my return address information to give it more of a personal "from me to you" look. Something else I like to do is to use eye-catching customized return address labels on my envelope. I'm talking about more colorful and eye-catching labels than those you often get from charities asking for donations. Be different!

5. If you don't have the time to use method three or four, you can pay someone to address the envelopes for you. Pay them on a contract labor basis based on each envelope they address. Do not pay them by the hour.

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6. If you must use labels with the name and address of the recipient on them; use colored labels.

7. If colored labels are too expensive, you can color white labels with a marking pen. Fluorescent marking pens are especially good for this purpose. You can find these in office supply stores, discount variety stores, discount pharmacies, etc.

8. Use eye-catching stickers that appeal to a person's emotions, motivating them to open the envelope. I find this to be the single most important thing you can do to your envelope, as we are all emotional people doing things out of emotion. I am now and have used some colorful emotion-charged stickers that have been getting my envelope opened like gangbusters!

9. Another option is to use rubber-stamp messages on your envelope based on the material you may have inside. Something like "In Response to" or "Here is Your Order" or maybe "Free Dealership." If I do this, I like to use a colored ink. Although this is an option and can be effective, using colorful eye-catching, emotionally charged stickers seems to be even more effective, especially with the right sayings.

10. Use colored envelopes, but do so only if you don't use emotion charged stickers. If I had a choice, I would use white envelopes with colorful stickers, but there is a place for colored envelopes as people tend to open something that looks attractive to them. Use pastel colored envelopes, not "fighting" dark bold colors. Soothe the recipient.

11. Use a colorful "large" postage stamp. We used to call them commemorative stamps, but now they are the forever stamps that you have many choices to choose from. I prefer the oversized ones.

12. Do not rubber stamp the return address on your envelopes. This looks extremely unprofessional.

13. Use a colored pen to address envelopes if you choose to print such on the envelope.

14. Use marking pens to draw designs on your envelopes - even a series of straight lines, in a variety of colors will draw attention. Be careful not to put so much on the envelope that it comes across as disgusting to the recipient.

15. You can purchase paste-on dots, stars, smiley faces, and so forth, from an office supply store. Again, I prefer emotionally charged stickers that may tie in to the offer, but it is an inexpensive option for you. One sticker I like to use is one that says "Love is in the Air" and has beautiful red hearts on it. It's especially effective around Valentine's Day.

16. Large mail-order companies occasionally place some type of solid object inside their envelopes. For example, specialty advertising companies use inexpensive pencils, pens, plastic pocket calendars, etc. You can also use this idea. For best results, try to tie the object to your offer. I remember once I received a round piece of wood that had this writing on it: "A round tuit," and they tied it into "I have been

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meaning to send this exciting information to you and finally got around to it." Get creative but also be careful as to not up your postage cost too much as it will reduce your ROI (return on investment).

17. Tape a coin to your sales letter. Then in the sales letter, offer to give your prospective customer a discount - perhaps \$5 or \$10 - in exchange for the coin.

18. Consider using envelopes with windows. People tend to open those because they are used to opening bills and invoices that do it that way. They will be surprised that what you sent them is not a bill, but something that can benefit them. It becomes a nice surprise. If you use this approach, the recipient's address must be inside the envelope and placed so it shows through the window. Take advantage of this by placing the address on some type of cash coupon that looks like a check.

19. There is a place for large envelopes such as 6-1/2 X 9-1/2 or even 9 by 12 inches depending on what you are sending them. This is more expensive but people tend to open the larger envelopes because they are different from the run-of-the-mill number 10 envelopes. DO NOT use the very small envelopes.

20. Use a large envelope when you have a lot of sales materials. This is very effective with higher priced offers.

21. Lightly spray Febreze over your stack of outgoing mail. A fragrant mail helps it to get opened, but don't over do it! Also make sure your envelope is clean and not wrinkled.

Perhaps a few of these methods are a little eccentric and a few are more expensive than normal methods, but they will all help to get your envelopes opened, which will increase the reply rate of your offer. Good luck and good mail order promoting!

Take your inexpensive program seriously and make a little money in the process and have fun with it, but do so knowing your real goal is to make big money.

### **EFFECTIVELY SPONSORING OTHERS INTO HIGH-END PROGRAMS**

One of the biggest mistakes a novice networking marketer makes is trying to convince strangers to join with them in a high-end program. By high-end, I mean a program that has an initial cost of \$100 or more or has a monthly cost of \$50 or more.

You see, there is excellent money to be made in high-end programs because when larger money goes in, the returns are larger also. The problem? Strangers tend to shy away from costlier programs, especially if they are also new to looking for a way to make money. Slow down! Set up a workable plan of action and work your way to riches with the high-end programs.

The problem with inexpensive programs is that there is not much money to be made. Oh! The potential is there, and in theory one can make a lot of money based on a deep-level paying program, but in reality, many people quit before they even begin, which keeps the progression from taking place the way it should. Yes, it is possible, but not probable, unless you have built up your own house list over the years.

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What I am suggesting is that you find one or two inexpensive programs in which to initially get involved. Be sure it is something you like and enjoy and something you feel good about. What you should do is utilize the inexpensive program to make you a little money and get your feet wet in network marketing, but more important, you should use it as a way to meet new people, build up business relationships with them and be a supportive, encouraging sponsor so when the time comes for you to work a higher end program, you can go to them with the same.

You see, they are more likely to listen to you and even follow you if you have built up an honest, supportive rapport with people who inquire about your inexpensive program and people who actually join your inexpensive program.

The best thing you can do is be a leader to your people and, in the process, you will find other leaders. You know the saying, "The cream rises to the top." People like people who display leadership abilities and caring personalities.

You will want to begin your own house list and grow it over time. It took me several small inexpensive programs over time to build up a nice-size house list, and when it came time for me to make bigger money via a higher end program, I had enough people who simply followed me into it. I actually began in profit, and that is something you can work toward also.

So, take your inexpensive program seriously and make a little money in the process and have fun with it, but do so knowing your real goal is to make big money. That is when you can introduce and share high-end programs with people who know you, which will give you a very nice beginning in what I would then call "my major-focus" program.

Good luck and I hope this little tip will come in handy for you!

### **ARE YOU GETTING THE MOST OUT OF WHAT YOU ARE DOING?**

#### **A SECRET I DISCOVERED WITHOUT KNOWING IT WAS A SECRET!**

How about my sharing with you something you may not realize as it could bring much needed profits to you from knowing it!

Most people don't even realize something because they are missing the forest for the trees. It has to do with something you may be missing as you work hard at building one or more networking businesses/programs.

I'm going to tell you a story about something that happened to me that allowed me to see and realize something that I wasn't even looking for and no one told me at the time. I guess that qualifies as a secret!

I remember when I initially began my business ventures, one of the things I enjoyed doing was writing a newsletter and sending it to those people whom I had sponsored in the business I was in. I never thought much about it as I simply wanted to communicate, encourage, motivate and maybe even share "how to" information to people in my group. I didn't realize the importance of what I was doing at the time until something happened.

I had grown my business to more than 1,600 people and was making a nice

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side income and was really excited about the future of what I was doing and actually saw it as a way out of a job (working for someone else), BUT then one day I got a phone call telling me that business I was involved in went out of business. I mean, in one day, I went from what I considered a bright future to losing everything in that business. Wow! I didn't realize at that time that businesses go out of business! I've learned differently since, but back then I had no idea.

What was I to do? Well, I saw the potential in a network-type business; after all, I was making a nice income based on what I was doing along with what people in my organization were doing. That's the way it is supposed to work . . . well, until a business goes out of business.

The next thing I did was to look around at possible businesses I could get into and begin all over, and as it turned out, I became a distributor for Watkins products (out of Winona, Minnesota) because I wanted a business that had a long history, which lessened the chance it would go out of business.

Watkins is **STILL**, in business. What I discovered as I began building my second business is what I'm wanting to share with you.

The first people I went to regarding my Watkins business were the people who had been part of my first business. Thank goodness, I not only had kept their names and addresses in a database, but I had also communicated with them so they knew who I was. I had built up a common relationship with them based on what we were doing together.

Many of those same people who had joined with me on my first business endeavor also joined with me in my second business endeavor. In fact, unlike my first business, my second business produced a profit from day one! With the first business, I had to grow it into profits; with the second business, I simply leveraged what I had already built up into profits and then into even more profits. At the time, I didn't even know what I was doing, but as I look back, I see what I did and saw what I should always do. I guess you could say I stumbled onto something!

That's what I want to share with you. I don't know if you have heard the phrase, "Money is in the list" or not, but what that means is that when you are recruiting and looking for new business partners, the best response you will get will come from a good list of names and addresses. Well, the best list you can have is your own list. It's called "my own home list;" it is a list of people who know you and people with whom you have developed a relationship.

You should be consistently building your home list day by day, month by month and year by year. As you know, "growing" doesn't happen at once. Actually, growing is unlimited. It should never end. Imagine your growing your home list over the years so your list numbers into the thousands at one point.

Let me show you how powerful that can be. Let's say you have grown your list to 1,000 over time and you join a program that pays you a \$25.00 bonus for each person you sponsor. Let's say you sponsor in only one half of those 1,000. Actually if



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you have a good relationship with these people, you will probably sponsor in more than half of them, but let's just go with your sponsoring one half of them, which would be 500. If you earn \$25 for each as a bonus, you would earn \$12,500 and if the program/business has a monthly residual plan, you would probably be making at least \$10,000 a month in residual income. You see, this is your reward for past work but what happens is most novice business people go from one program to the next beginning over each time without realizing they can continue to grow their home list along the way, which will grow their next business if you communicate and build a relationship with your people.

That's what I want to share with you! No matter how much or how little you may be making in your current business/program, the real money may be in your growing your home list as you go and building relationships with people as you go.

In fact, you may actually be in a simple program mainly to build your home list but make some money along the way. Remember, with your first business, you are most likely to spend more than you make at first. This is normal for any business, but what most people don't do is to pay themselves with anything other than the money they receive, which is the bonus of growing your home list as you build relationships in your current business,

Remember: any business could go out of business and not only that, you may decide to work more than one program/business (multiple incomes); thus, you may want to share that with your home list people as well.

Just remember! THE MONEY IS IN THE LIST! Build yours daily, weekly, monthly, yearly and never stop!

### **WHERE IS THE BIG MONEY? — YOU PROBABLY CAN'T DO IT ALONE**

I am often asked how a person goes from earning just a few dollars a month to hundreds and thousands of dollars monthly. In other words, why is it that some people make good money in a program, yet someone else doesn't do as well in the same program? Well, the truth is, you probably can't do it alone!

No matter what business, program or project in which you may be involved, your success is going to be dependent on others. That's just the nature of business!

Businesses are created based on the needs of others. I was once told, "If you want to create a successful business, just find what people need or want and fulfill it." Not only will you be dependent on people as customers, but you may be dependent on people as workers, employees or distributors, etc.

My focus in this article is more toward what I call "shared marketing." It's also been called "network marketing" and based on the pay plan, it may also be "multi-level marketing." Regardless of the name, to really be successful (\$\$\$), you are going to need help from others. That's just the nature of this kind of marketing.

And it is the ability to leverage yourself through others that makes it work because as they work to build their business, they are automatically helping you build your business. It's called "leverage" and "duplication."

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Here's the key! You can't make it happen all by yourself. The strength of any shared marketing program that pays more than one level is the ability to leverage yourself through others with the power of duplication creating for you what you could never do by yourself. For example:

Let's say you are in a program that has a strategy of mailing out 200 to 400 postcards monthly as away to find customers and like-minded distributors. The program becomes powerful when you find ten or twenty people whom you have sponsored who also mail out 200 to 400 postcards monthly. Look at the difference. When starting, you have 200 to 400 postcards going out in your behalf. With ten like-minded people whom you have sponsored, you would have 2,000 to 4,000 postcards going out, which also benefits you. With 20 people like yourself, you would have 4,000 to 8,000 postcards going out monthly benefitting you.

What's really neat is you don't have to stop with twenty people. It can be unlimited, and in time, it could mean an unlimited income for you.

## **THE PROBLEM**

Sounds good, right? Here's the problem! Not everyone you sponsor will be like you. Not everyone you sponsor will take action like you. This means that you need to make things happen rather than hoping they will happen. Not everyone may be a self-starter, so that is where you come in as being a leader in your own business. Let's face it! You've already spent time and money to find people who are interested in making money like you. It makes sense to work with these people rather than just sponsoring more people with the same thing happening.

What you want to do is work with the people you have, but continuously find new people to continue to build your business and to replace those people who didn't measure up.

## **HOW TO BE A LEADER OF YOUR OWN BUSINESS**

So, how do you do this? You do it through attitude and action. The first attitude you must develop is one of leadership. You tell yourself that you are going to be the leader of your group/business and in so doing you become a leader based on your actions. You then act as a leader.

How do you do that? You act as a leader through communicating, sharing, motivating, encouraging. When you do those things, you automatically become a leader, and when others see you as a leader, they are more apt to follow. Additionally as you model leadership, others will become leaders of their group, which is also part of your group; thus, your business flourishes as well as theirs. That's what we call leverage and duplication.

Write or call your sponsored people and work with them as a team. Build and develop a relationship with them and teach them to do the same things. You might even develop your own unique working-together strategy. You are in business together. TEAM stands for Together Everyone Attains More. Do yourself and them a favor by contacting them and working together. That's when the bigger money comes

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in. Now you know why some people are successful where others aren't in the same business/program.

Another aspect of being successful is knowing it will take time to develop your business and so knowing it takes consistency over time to build your business and income. Couple that with a "never give up" attitude and the big money will begin coming in!

Shared marketing is powerful when you realize you probably can't build your business by yourself!

## **AN OPPORTUNITY—A CONFLICTING MIND**

I have come across so many people who are desperate to better themselves by finding ways to make money. In other words, they are looking for an opportunity to either make money or increase their income as a way to better their lifestyle. For some, they are actually looking for a way to just financially exist. Again, they are looking for an opportunity to better themselves.

Webster defines "opportunity" as "a combination of circumstances favorable for the purpose; good chance."

In terms of "making money" we often make "the opportunity" the noun indicating the opportunity is the specific program or business that can provide us with the intake of money. The business/program or opportunity becomes the vehicle for such and it is the combination of the business/program along with the receiver's actions to participate that makes it a real opportunity.

## **THE CONFLICTING MIND**

I have run across many people who miss the forest for the trees because of a mind that is conflicting or deceiving them because they are looking at the opportunity wrong.

Let me give you an example: I recently had someone tell me they couldn't join and participate in the business opportunity I was involved in because they couldn't see themselves spending money on a monthly basis, especially if "you are benefitting from my participation; after all, I need the money more than you do." In fact, he even said, "Why do you need me if you have rich people you can get to join?" Wow! Do you think he missed the forest for the trees?

Here was my response to him, which does a better job of explaining what I'm trying to point out.

"John, the truth is I really DON'T need YOU as I will find others. The program is also for YOU. It's a way for YOU to make money, so it isn't all about me. I will be successful whether you join me and participate or not, so what you do is not for me, it's for YOU!"

"When I joined, I joined for ME, not for my sponsor because the opportunity is for ME to make money and in the process so will my sponsor. I really think you are missing the forest for the trees, but then that is why this is considered a business OPPORTUNITY.

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"I've taken that opportunity and have put it to work for me. It's not a requirement. It's not something I HAVE to do. It's simply an opportunity for me and yes, my sponsor will benefit as well, but I see that as a WIN/WIN situation. The same goes for you. It's an opportunity for you and, although I may benefit, you have the opportunity to benefit even more. But like the lottery, you can't win if you don't play."

You see, this person was doing what many people do. They are looking at things too narrowly, thus limiting themselves and even eliminating themselves from the opportunity to make money. It's not about how their sponsor or the company might benefit, although that may be part of it. It's more about the opportunity for them to benefit. If a person misses seeing that, they truly are missing the forest for the trees.

Remember the definition of an opportunity? It's a combination of circumstances favorable for the purpose; good chance. Once you seize the opportunity (join), an additional set of circumstances come into play to make the opportunity successful. I'm now talking about the following:

Positive Attitude. Yes, I will benefit from this opportunity and make it happen.

Persistence. I will persist over time even when it may appear to initially not be working for me.

Consistency. I will do things daily as a process to create success over time.

These are not give-up attitudes. Thomas Edison failed 1,200 times before he finally invented a light bulb that would work. He wasn't known as a failure. He is known as the inventor of the light bulb. To fail was not in his being. Some would say failure is simply a step toward success. Remember, it takes time to reach success, and often it comes through a series of failures first, but the key is to keep on keeping on. To constantly start over and over again each time something fails simply delays success and, in many cases, success will never come utilizing that approach.

I have a P-word formula that I like to use when talking about success in money-making opportunities:

You will be given many opportunities throughout life. Until you seize one or more and utilize some principles that work, they will only be opportunities. Seize your opportunity now and put it to work so you can create your own success. They are there just waiting for you!

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## **WHY MOST HOME BUSINESS BUILDERS JUST GIVE UP?**

### **THEY JUST DON'T KNOW!**

## **REPEAT MARKETING -HOW YOU CAN BENEFIT**

### **THE CONCEPT OF "REPEAT MARKETING"**

This unrealized concept is causing home business builders to become discouraged; creating doubt and just quitting! Successful businesses utilize the repeat-marketing business-building strategy all the time to generate their real profits and, many times, HUGE profits. Actually, the term used in business jargon is "back-end marketing." That is especially used in mail order marketing based on follow-up promotions done on a regular basis.

Actually you are seeing back-end marketing being done today on a regular basis as you go from store to store, but it is more immediate and known more today as "upgrade" marketing or up-selling. The most common phrase heard is "would you like fries with that?" You get the idea! Once you are a customer, they try to up-sell you more of something or a higher value cost of something. Although the customer may get a bit aggravated with it, just the fact that so many businesses keep doing it says it is working for them and it is a huge profit producer.

As you might imagine, it's first all about "recruiting the customer," then upselling the customer and creating customer loyalty. As an example, a clothes store may produce an advertising campaign that features a product or two that would be considered a loss-leader (no profit on those products) which would get you into the store. At that point you may purchase other items or they may up-sell you on higher valued/higher cost clothes and even offer you another discount if you get their rewards/loyalty card, which has certain benefits as well. It actually becomes a win-win for both the customer and the business.

Successful mail order businesses work the same way. It's first about recruiting customers to the business and then, in time, to continue to offer additional products. The initial offer may have simply been a loss-leader to create their "inhouse" mailing list. They are basically taking to heart the phrase, "The money is in the list." There is no better mail order list than your own inhouse list of your customer base. You can even create levels based on purchases within your own customer base.

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For you? This should translate into what your initial focus needs to be. It's really not about the big sale. It's about the little sale that leads to the big sale. So often, people are trying to make huge profits by marketing expensive products/ services BEFORE they have developed their own customer loyalty inhouse list. The big sales/ big profits, most of the time, will come from your own inhouse list; not from trying to make the big sales initially.

Think of it this way: Think of a series of funnels. The first funnel screens in your customers either by way of advertisement, initial offer, coupons, or an initial low cost product. The second funnel screens in those people who place repeat orders or show some interest in what you have. The third funnel screens people into a higher level of products or services and so on. It's a process of consistency. The smart entrepreneur is consistently screening in new customers, which automatically screens in repeat buyers, which screens in higher level purchases. It's a system that becomes automatic, which leads to automatic profits.

Caution! To the person who is trying to build their own home business, it has to do with a process. One of the biggest mistakes home-business builders make is to initially take on a business that has high-priced products or services because they see the huge income potential. In other words, they may take on a company or program that would appear to pay them large profits initially.

The problem is, for people to make large amounts of money, they have to sell high-priced products or services. For instance, let's say you start out with a program that costs you and others \$300 in products/services to participate, knowing you will receive, let's say, \$150 when you find another who does the same.

The \$150 sounds good, especially if you visualize finding ten or one hundred people who do the same, but if YOU mail to people who don't know you, it is very possible you won't find anyone to take you up on your offer or if you do, what you get back won't pay for the mailings to find that person(s).

If, on the other hand, you have your own inhouse list of people who know you (and they have reason to respect and trust you), the response to your offer could be up to 50% or more, and more than pays for your mailings. That's the difference between a profitable endeavor and a "go in the hole" endeavor.

## **Let me explain something:**

You WILL go in the hole initially on any business/program you start marketing when you don't have your own inhouse mailing list. Remember: mail order is about a process and consistency. Your first product/endeavor/service is only a way to move people to where your real profits are. In other words, you are initially paying to create your customer base. So often, people think they should profit on their initial promotion, and when they don't, they either scream scam or they give up based on their own false expectations.

## **THINK OF IT THIS WAY:**

Phase 1 is "I spend more than I make, which is not paying for my time and

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expenses! I'm not getting paid what I'm worth!"

—minus

Phase 2 is "I am earning some extra money and able to cover my expenses and even make some profits! I'm earning about what I'm worth!"

+ plus

Phase 3 is "I am earning huge amounts of money without having to work so hard

because the system is working for me! I'm earning more than I'm worth!"

+++ many pluses +++

What this means is if you already have a loyalty base, go for the profits, but never stop building your loyalty base. If you don't have a loyalty base, start building one because the big money won't come until you do have that loyalty base to work from.

Shared Marketing? It's an extremely powerful marketing strategy to leverage yourself through others both when you are starting and later as you advance to higher priced products/services, thus profits! Mail order marketing is a process.

## **NEW FINDINGS AND TIPS FOR GETTING YOUR DIRECT-MAIL ENVELOPE OPENED AND OFFER/PRESENTATION READ**

When you mail something to people you don't know, what percent do you think will open your envelope? What percent do you think will read your offer?

People—especially people who are new to direct mail—may not even consider the above because they either are so excited about what they are doing or they simply haven't learned about this aspect of mail order,

Let me give you some figures! If you mail to people who know you as a person, approximately 90% of those you send your offer to will open the envelope and read your presentation. That is fantastic, but the problem comes when we go through our "home list" of people who know us as a person and we want to mail even more, leaving us to mail to people who don't know us.

There are approximately 10% of the people who don't know you who will open anything that they get in the mail. They are that curious.

There is another 10% who won't open anything that is from someone they don't know, no matter what you do.

That leaves 80% who may or may not open your envelope and read your presentation based on several factors. It is this 80% that I want you to be aware of and to know what to do to get most of those 80% to open your envelope and read your presentation.

You see, the secret to getting your offer/presentation noticed and opened is in the envelope. The envelope is what helps you stand out in the crowd. It is the first thing people will see. You've heard the saying "You get only one chance to make a

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good first impression.” It’s called EMOTIONAL APPEAL AND CURIOSITY. Well, that holds true when promoting by direct mail as well. Unfortunately, for the small mailer. Paying hundreds of dollars to design and print full- color emotionally appealing and curiosity-seeking envelopes is not usually an option (not considering many don’t know what to do or say anyway), but just utilizing full-color envelopes by themselves really isn’t the answer anyway. There is a solution! You don’t have to have expensive, elaborate envelopes to get them noticed and opened.

There are several factors involved when using direct mail to get the attention of those to whom you mail and to get your envelope and offer/presentation noticed and ultimately read. Some may be out of your control. For example, you may not have any real control over the mood of the person at the time they receive your envelope or maybe the day they see your envelope, you could actually increase the chances of overcoming a bad mood or a bad day. The key to getting your envelope noticed and opened has to do with emotional appeal and curiosity. Emotional appeal can also trump poor handwriting or a mailing label or a postage-metered envelope. It’s the emotional appeal and curiosity that will cause a person to open your envelope even if they may have thought they weren’t going to. It’s almost like a force that comes over them which says, “I’ve got to at least open this envelope.”

This doesn’t mean you can’t do other things to help increase your being noticed, and I will provide you with these helpful things as well, but I just want you to know and realize that emotional appeal and curiosity will cause people to open an envelope even when they thought they weren’t going to.

Remember, you are trying to move 80% of the people who receive your mailing to do something they may not do without what I’m talking about,

Here is the solution! You simply place an eye-catching and curiosity seeking label on your envelope. It’s actually fun! You can choose from several depending on the time of year or other factors. There are two ways you can do it. One way is to have a curiosity eye-catching label as your return address. The other is to have a simple “no return address” label on your envelope.

Our emotionally-appealing and eye-catching labels are proven to get your envelope noticed and opened. The key is their professional, colorful and appealing looks,, which stand out in the mail and are affordable, AND THEY WORK! Simply get any size blank envelopes locally and add the label(s) to them and you’re in business!

We offer two types. (1) A return address label; (2) A non return-address label. You can simply order a certain number of sheets of all of them, thus getting a nice variety to use as you desire and when you desire. Or you can choose a certain number of individual ones and have several made as well. The choice is yours. Use the order form enclosed and place your order today.

### **SOME THINGS TO CONSIDER WHEN USING DIRECT MAIL: TIPS**

1. Always use a return address on all mail outs. The Post Office cannot return



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mail with no return address, so you will never know how many names are delivered or how many were bad. (In direct mail, these are called “nixies.”) Some people won't open mail that has no return address. Use an emotionally-appealing/ eye-catching return-address label on your envelope or use a non return-address label on your envelope.

2. You may consider adding a non-return address label on your envelope along with the return-address label, but you shouldn't use more than the return-address label and one non return-address label as that would make it look junky!

3. Consider mailing so that the receiver will get your mail on a Tuesday, Wednesday or Thursday. Fridays and Saturdays are bad because that is when people generally do family things and have their mind on other things. Monday is bad because that day of the week receives the largest amount of mail. The good news is, an emotionally-appealing/ eye-catching label on your envelope can overcome this.

4. Use a colorful postage stamp that is not run of the mill, I like to use large colorful ones that are eye-catching and help separate my envelope from the crowd.

5. I've heard that handwriting names and addresses give it more of a personal touch, depending on one's own handwriting. Having them computer printed gives them a nice professional touch. Using peel-and-stick mailing labels saves time, but gives an “I mail to everyone” look. You have to find out for yourself what will work best for you. For me, I've found that printing names and addresses on the envelopes does seem to increase response; but then my time is important also. I do like the professional aspect of computer-printed names and addresses on envelopes. The good news is, our emotionally appealing/ eye-catching labels overcome any other-wise negatives.

6. Your presentation must look attractive and professional. Don't use small print or fonts that are hard to read. Space your presentation appropriately. It may help you to do some research on how to write ad copy as well. Also, don't include a lot of pages for people to read in an initial mailing to them. Use what is called a “teaser copy,” and ask them to request more information, If they request more information, they are more likely to read it because they requested it.

7. Have your presentation printed rather than copied. Printing is crisper and more professional, and people are more likely to take it seriously. Do not make copies from a copy as it creates faded print. Produce duplicates from a camera ready original.

8. Using colored paper is eye-catching and professional, but use light paper colors with black print. Dark colored or bright colored paper is difficult to read. If you have several pages, use the same color for all the pages.

9. Put only one presentation/offer in a single envelope. People will get confused if you put more than one offer in, plus it destroys your credibility.

10. Don't use print-and-mail services. Although they are easy and cheaper than direct mail, your offer will be combined with offers from others and yours will

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get lost in the bunch. Additionally, you really don't have a way to verify how many were really sent out for you.

11. A mailing list is a critical part of direct mail. It is too involved for me to include here, but I have a separate article called "What to Expect From Your Mailings," and it addresses mail list companies and what to look for in quality leads/ mailing lists. You can request that from me if you want it.

## **WHY DO I CHARGE FOR INFORMATION AND WHY SHOULD YOU PAY FOR IT?**

Do you question paying for information that you consider should be free? You shouldn't question it! Do you question charging people for information they would like for free? You shouldn't question it! Let me explain!

What I am going to share with you is based on years of experience. Experience is a wonderful teacher because results are based on actions and facts, not on assumptions and theory.

I remember when I first began in "shared marketing" and mail order. I wanted so much to "get started" and get it working for me, I was willing to share what I had with anyone and everyone! If they were breathing, they were a prospect.

My eagerness actually led me to disappointment based on false expectations I had, plus no one really told me what to do, as they would benefit from anything I did so they didn't want to discourage me. Perhaps they didn't know. The result: I was spending my time doing the wrong things with the wrong people!

Yes, I was told to go to friends, neighbors, relatives and anyone else I could think of, but what I wasn't told was that 95% of these people closest to me would not only discourage me but would cause me to think I was not cut out for what I was doing. The problem wasn't me; it was whom I was going to. I was sharing with the wrong people! Not only that, but once one goes through their "warm" market, then who do they go to?

So the next thing I discovered is that I could purchase leads (names and addresses; sometimes phone numbers of people who are looking for what I had to offer). That seemed like a logical solution, and it actually was moving in the right direction.

But I soon discovered something about these leads. They weren't really leads; and try calling them! You got to be kidding! They were names and addresses of people who were looking for something (opportunity seekers), but I didn't know exactly what they were looking for. To me they weren't really leads, but more of a starting mailing list that was certainly better than the local phone book.

I discovered I had to identify those who were just tire-kickers and who may be serious about what I have to offer them. At least they would be serious enough to follow the directions and take time to get more information. Now do you see where I'm headed?

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I charge for information for four reasons:

(1) It is a way to generate leads as I identify people who may be more like-minded in what I do;

(2) It helps screen out those people who would not only discourage me, but also take up my time;

(3) It helps pay for my time and materials and mailing of information;

(4) It shows me who can follow directions.

(1) Before I learned the art of lead generating, I was spending 90% of my time with the wrong people. I was trying to share and convince people who didn't have the motivation, time, money or knowhow to do what I was doing. They are called "tire kickers" and I was spending all my time with the wrong people while the right people were getting left out. That was crazy! Let's face it! If they don't have \$5.00 or \$10.00 to get more information, they don't need the information in the first place. If they don't have the patience to want to wait and get more information, then they won't have the patience to build an income; after all, Profits = Patience Plus Persistence Plus Prayer!

If they don't have the right mental attitude to want to check things out, then they don't need to be doing what I'm doing. It's my way of trying to filter in the right people. Additionally I have found that people who pay for information are more likely to read it rather than just sending it to them hoping they will read what is enclosed. I've found that much uninvited lengthy information gets thrown away without even getting read.

(2) Screening out people who not only discourage me, but also take up my time is important and can actually affect my personal growth as well. These are usually negative people, and I have found many to be whiners and complainers even if some do get through this filter. I don't know about you, but I don't need people like that around me.

John Maxwell, a retired pastor and now a motivator and leader developer, in his book, references Sue Enquist, who has been called the John Wooden of women's softball. As a player and coach she helped win 11 NCAA softball titles.

She retired with a career coaching record of 887 wins, 175 losses and one tie. An 83% winning percentage puts her among the top five NCAA coaches of all time. Enquist has exposed the 33% rule. She says, "You can divide people in school, on your team or at work or anywhere else in the bottom, middle or top third, and they always have the same characteristics." She goes on to say, "The bottom third suck the life out of you because nothing is ever good enough for them. They take energy and motivation out of the environment. The middle third are happy and positive when things are going well but down in times of adversity. Circumstances dictate their attitude. The top third maintains a positive attitude even in tough times. They are leaders, influencers and game changers."

I'm not pompous enough to say I want to or can work only with the top third.

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The truth is, the top third don't need me. I'm more in to working with the middle third as they work toward improving themselves and going to the top. What I don't want to do is work with the bottom third as they are poisonous to my own growth, not to mention their being poison to themselves. This is why I like to try to filter out that bottom third and know that even if they get through the first filter I have set up, their words and actions after that will identify which third they really are in.

(3) Running a business as a business is costly. Sending out information not only costs in supplies and postage, it also costs in time as one prepares materials and assembles them in a way to present what one has to offer. The truth is, I actually don't make money asking for money. It helps, but it doesn't usually pay for what I do. The profits from the business do that. Again, the main purpose is to filter in those who may be like-minded and screen out those who aren't.

(4) Following instructions and directions is a biggie in promoting any business. If one can't follow simple directions, it's unlikely they will be able to do what they need to do in a business in order to be successful.

So, with that said, I like to develop a one-or two-page "information getting" letter or a postcard that will help me filter in like-minded people and screen out people who have no business doing what I'm doing. I call my letter or postcard my lead generating letter or postcard.

I also have a website that helps people identify whether they are suitable for a home-type business. <http://myownhbg.com>. I also have an online website that guides people to what might be the appropriate business for them, <http://bizselectorguide.com>

### **SO—WHY SHOULD YOU BE WILLING TO PAY FOR INFORMATION?**

1. It's a confirmation that you like what you read.
2. It's -a logical response to something you would like more information on.
3. It identifies you as someone who has serious interest in what may be available.
4. If the directions say to send in money or money and stamps or anything else, it shows you are capable of following directions. It puts you a step ahead of the tire kicker and gives you away to open a door to someone or something that could be beneficial to you.

Is there risk? Certainly! In these days, there's risk of stepping outside your home. Heck, how about the guy that got sucked down in a sink hole while he was sleeping in his bedroom? There is always risk. Will \$5 to \$20 really hurt you to risk? If so, then don't do it! I've found there has always been risk involved when I wanted to move ahead in life. Let's face it! You have to judge for yourself if the \$ is the too risky part of what you are about.

For me? I've found there is a certain amount of risk in most anything I do. I have written an article called "The Cost Of Hope." I've heard people say this: "We can go a month without food. We can go a week without water. We can go seven

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minutes without air, but we can't go a minute without hope." Your hope may be as simple as sending in \$\$ for more information. Only you can answer that!

I recently received a letter from someone who said, "Why should I pay you for information that should be free when only you will benefit from it?" First of all, who says only I will benefit from it? It seems to me it would have been simpler for him to just send in the \$2.00 or \$5.00 and be done with it. . But then he did exactly what I wanted. . . he screened himself out. My response to him was, "It helps me filter in the people I want to work with and screens out those who shouldn't be doing what I'm doing." And then I said, "It appears to me it is working perfectly!" He didn't realize it, but he just saved me time and money and confirmed he is probably in the bottom third I mentioned above.

Now you know why I charge for information! Should you pay?

### **LOW-COST MAIL ORDER PROGRAMS -THE UNREALIZED PROBLEM**

Wow! A low-cost program that I can promote via mail order. That's just what I'm looking for! OR IS IT?

It seems people are making decisions about joining programs based on their being low cost. What is meant by "low cost?" Although it is relative, a low-cost program would be considered a program that costs less than \$50 one time or less than \$20 monthly,

If one is short on money (and most are who are looking for low-cost programs), it makes sense to consider the cost to participate. When I mention "cost to participate," I'm talking about the cost for the product or whatever it is you are paying for in order to qualify for commissions. Depending on the program, it could be a one-time purchase or it could be a monthly purchase in order to qualify for commissions.

Let's face it! It's a double-edged sword. The lower the cost to qualify for commissions, the smaller the commissions. It doesn't take a rocket scientist to figure that out. The higher the cost to qualify for commissions, the more money available to pay out as commissions. Obviously, the lower the product cost, the easier it is to get people involved, but at a lower commission pay out.

### **THE MAIN CHALLENGE**

Here's the problem. When marketing a program via mail order, the real cost is in the marketing; not necessarily the product. The cost to market via mail order is pretty much the same whether you earn large commissions or whether you earn smaller commissions. It would seem to make more sense to promote a program that pays higher commissions when marketing it via mail order.

Something else to consider is who your audience will be. A low-cost program naturally attracts people who have little or no money. People who have little or no money cannot adequately and successfully market via mail order because any program requires patience and persistence over time. People with little or no money tend to jump in and out of programs on a monthly basis as they search for something that doesn't exist. In effect, they are just playing a mail order lottery when they do

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that. It won't work.

On the other hand, finding people who have some money and who understand that it takes money to make money would seem to be the kind of people you would want on your team anyway

## **THE BEST PROGRAM**

It might just be that the best kind of program to work via mail order would be a program that has an initial onetime cost and then you put your money into the marketing, allowing you to earn larger commissions on an ongoing basis as your marketing efforts continue to find the right kind of people. THAT makes sense to me!

## **THE TWO-EDGED SWORD OF MAKING MONEY**

**-AND -**

## **THE SHARED-MARKETING VEHICLE**

Are you trying to create an income stream via a shared-marketing program? Which of the following applies more to you?

I have little or no money and am trying to create an income stream for myself.

I have some money and am trying to leverage it into more money.

You see, not only does the above apply to you, it applies to those people to whom you will be contacting as a way toward helping you make money. That's what shared marketing is all about. It's about you finding others who want to make money and in the process you earn money as well,

Let's take a quick look at some vehicles for how people earn or receive money.

1. Working for someone else -A job. You get paid for what you do for that person or company. It is usually based on a salary or commission or a combination of both or it could be based on a contract (contract labor) based on the job you complete. At any rate, your pay is guaranteed based on your completing a certain task over time. You are either paid weekly, biweekly, monthly or at the end of the job. In some cases, there may be bonuses,

Regardless of when or how you get paid, you know how much you will be paid. If you want to make more money, you have to either put in more time on the same job (if they will let you) or you have to have more than one job.

Time becomes a problem because you have only so much time in which you can work for someone else. There IS a limit as to how much you can make when doing the "working for someone else" thing, but the good part of it is that it's guaranteed, and you pretty much know when and how much you will be paid.

Some have described "job" as "just over broke." When you work for someone else (job) there is low financial risk but limited income and often, low potential depending on the job.

2. Working for yourself -Self Employed. Being self-employed could take on different forms. It could be very much like working for someone else. You are paying yourself for the work or service you provide to others based on their paying you

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for your work or service.

Perhaps you become the CEO of your own company and manage people; thus, you're making money based on what they do. It could be direct sales, where you purchase a product wholesale and sell it at retail with your pocketing the difference after expenses.

As you might imagine, there is lots of responsibility and discipline necessary when you are working for yourself. It can be very lucrative but very challenging in the beginning because there are initial expenses to get started and no guarantees of income. Working for yourself puts you in a financial hole starting out requiring much time and work to get into profit but the potential profits could be huge and unlimited. When you are self-employed, there is high risk, but high potential.

3. Working with others -Shared Marketing. Shared marketing is an approach in which you are an independent distributor/marketer but you can also earn money based on the efforts of others whom you bring into your marketing group. It's a shared partnership in which you can leverage yourself through others, creating a lot based on everyone doing something. By becoming an independent distributor/marketer, you can earn money based on your own efforts/production AND on the efforts/production of others. There are many factors involved in becoming successful via shared marketing. The risk can be high or low depending on the product/service and requirements/ qualifications but the potential can be unlimited.

4. Letting your money earn money -Passive Income; Retirement. This is what we dream of. It's having enough money to be able to invest in money-making instruments so those investments produce more money. THAT is what retirement is supposed to be. Retirement WITH MONEY is supposed to be the result from working and investing over time. Only in the dictionary does "retirement" come before "work." Passive income producing can be high risk or low risk with unlimited risk potential depending on the instruments used for producing passive income.

5. Getting money from others -Inheritance. In most cases, inheritance isn't what you do but where you are in life. It just kinda happens and it's usually based on what someone else did, who thought enough of you to leave something to you. Some would describe it simply as "good luck." Well . . . good luck to you!

6. Good luck -Winning a lottery. Winning a lottery is all luck. There is nothing you can do to create it other than play it and then just sit back and hope. I would hate to think people are playing the lottery for their only hope of making big money, but I know there are those doing just that. Again, good luck!!

## **The Shared-Marketing Vehicle To Making Money**

Shared marketing focuses on building a group of people who are working with you as partners (in the same business/program) in creating an income. Other terms for shared marketing are "multilevel marketing" or "bi-level marketing" or "unilevel marketing" or "network marketing." It's possible to do shared marketing without it being multilevel marketing because multilevel marketing is based on re-

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ceiving income based on a multilevel structure where you are paid based on three or more levels. Bi-level marketing is based on a two-level income plan. Unilevel is based on a single level income plan with possible modifications.

All are considered shared marketing or network marketing because to maximize yourself, you are trying to create a network of people in your own network or organization.

The purpose and hope of shared marketing is to create, not only an immediate income, but also a passive income. Shared marketing starts with YOU, with your building a group that is US. Shared marketing is leveraging yourself through others. Herein lies the risk in shared marketing. It's placing your hope in others. It's hoping others will do as much as you or even more. It's this hope that attracts people to shared marketing, but it's that same hope that leads to disappointment/frustration and eventual "quitting" for some people.

I've found that the concept of people who are eventually successful is based on the word "eventually," for shared marketing takes time and consistency. That's where my P word formula comes in: Profits = Persistence Plus Patience Plus Prayer.

A benefit of shared marketing is you can benefit nicely from your own efforts. Most shared marketing pay plans reward you for your own efforts and that is important in first getting started, but it is the leveraging yourself through others that can maximize your income. That's why it is important to understand the pay plan of programs and to fully understand what you can expect based on the kind of person you are and other factors involved.

If your interest is mainly on programs that are based more on leverage of yourself through people, it is important to know the two-edge sword when choosing a program and finding people to join with you.

1. Low-cost program vs high-cost program. A low-cost means it costs less to get involved and stay qualified. But then, that means less money available for commissions to be paid out. Covering your marketing costs is a major-focus consideration. If you are doing it via mail order, it costs the same to mail out a high-return program as it does a low-return program.

2. People who have no or little money vs people who have money. People who have little or no money would seem to be great candidates for shared marketing but the problem is, "it takes money to make money" and even then, there are no guarantees. It's easy to find these people. In fact, they will probably find you. The truth is, they probably shouldn't be doing shared marketing unless they have an unbelievable work ethic with the motivation to do certain things that most people don't want to do.

The people you really want in a shared marketing program are those who have some money and want to leverage it into more and are willing to learn what it takes to be successful at it. This means you must go through the numbers, meaning you go through lots of people to find the right people for your organization.



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Here's a very important nugget of information: Spend your time with the right people. Spending time with the wrong people will sap you and your time. Don't spend time trying to convert people into something they aren't. Work with those who already are and want to be successful. Also refer to my HomeBizQuiz as a guide to find out if one is cut out for shared marketing. (<http://myownhbq.com>)

Additionally, I'm going to point you to other articles I have written that have to do with "mail order," "Internet marketing" and other concepts such as "ROI" (return on investment) and other success factors I have discovered over my years of shared marketing.

For me? I like to work programs that allow me to benefit greatly on what I do, with the bonus that I could also benefit greatly from what others do. In other words, I want to benefit \$\$\$ from what I do without putting all my hope in other people. That also means I like programs that pay enough for my efforts taking into consideration what it costs to market what I'm doing. Refer to my article entitled "Determining Your Bottom Line \$\$\$ by Reviewing Obvious Information -The ROI."

I'm also a "systems" person. By that I mean utilizing a proven way of doing things. I've found products and compensation plans are not what make people money. Proven systems do that for us.



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## **FACTORS I'VE DISCOVERED THAT HAVE BENEFITTED ME IN MY MAIL ORDER MARKETING BUSINESSES BUSINESS OPPORTUNITIES/MONEY-MAKING CHOICES**

I've chosen network marketing-type businesses that gave me a positive initial return on my money with networking providing bonus income. There is something called "ROI," which is "return on investment." When building an income via mail order, it is especially important to be in a program in which your return on investment is high enough to cover your initial mailing costs. Spending hundreds or thousands of dollars to get a return of only cents on the dollar is not good. Those kinds of programs tend to focus more on the networking aspect. By that I mean that your major income is more dependent on how those you sponsor do as they create their income, also creating yours. In theory that sounds good, but in practice it doesn't seem to work out. People are people, and not everyone you sponsor will do anything. That is why it is important to work a program that provides an initial income to cover your marketing costs and then let the networking part of it be your bonus.

In order for your returns to be more than your expenses, you are going to have to choose a program that can afford to pay you higher commissions based on your own initial mailings. That means getting involved in a program that costs more because they can afford to pay more.

I know! The common thinking is to join a low-cost program and hope for large income based on everyone doing a little to create a lot. I've found that approach doesn't work for most of the people. So, I buck the trend by joining higher-cost programs, but do so based on a one-time-pay program rather than having to pay monthly. Ideally, the right kind of program for me is one that pays high commissions based on initial marketing and then additional commissions based on a lower monthly participation and qualification, thus creating a monthly income as I receive those higher initial commissions.

## **KNOWING WHO TO MAIL TO**

It's been said, "The money is in who you mail to." Obviously, mailing to the right kind of people is the trick, but who are these people? They are people who are open minded and looking for the same thing you are wanting. It's a targeted group

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of people who are specifically looking for a way to make money.

The best source of these types of people (leads) is your own home loyalty list. I'm not talking about your family, friends or acquaintances; although IF they are looking for a way to make extra money, they can be included.

Instead, I'm talking about people you've come across before who are looking for a way to make money. They may have come from a previous business or maybe they sent YOU something in the mail. Keeping a list of these people with their addresses is a treasure chest of future money for you.

Creating your own list of people who know you, trust you and respect you is the best list you can create! Unfortunately, most people don't start out with such a list, but knowing to create your own over time is a first-step to doing that. Imagine your own loyalty list of thousands due to consistently building that list over the years.

Having said that, the next best lead sources are companies that specifically sell targeted leads. These are leads of known business opportunity buyers and would be a tremendous source of leads. Over time as these leads respond to your own offers, they should also be added to your loyalty list.

### **SERIOUS TESTING, PERSISTENCE AND PATIENCE**

I've found that any program or business in which I decide to participate requires my testing it over time. I can never figure this out, but it seems some programs work for some people and not for others. Since there are no guarantees on how things will work out due to many factors, doing some serious testing is required.

When I talk about serious testing, I'm talking about a period of time and a certain number of mailings, I don't say do ONLY a certain number of mailings because there are things that could affect response rates based on when you mailed your offer. Instead, spread your mailings out over a period of time.

When I test something, I give it a minimum of three months of strategic mailings. I mail a minimum of 1,000 mailings over a three-month period. Statistically, even 1,000 is not a valid test, but due to my experience, I find I get a very good idea with a mailing of at least 1,000. Again, that is not a single onetime mailing; instead, it's mailing over time. Once you go through the testing period and you find your ROI is positive, then it is just a matter of "putting the pedal to the floor"" and do as many mailings as you can. Even so, there may be ups and downs along the way, but so is life! That's where persistence and patience come in. My P Word formula is:

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## ARE YOU CUT OUT FOR YOUR OWN HOME BUSINESS?

### IN LESS THAN THREE MINUTES, FIND OUT!

#### HOME BUSINESS COMPATIBILITY ASSESSMENT

We have found there are necessary factors one must possess to be successful at building a lucrative home business. Find out if you possess these factors and your own rate of success by answering the questions below honestly, you will be able to gain useful information that will help you determine if having your own home business is for you. Please choose answer 1-5 under each category beside the statement that most closely states your feelings or thoughts. Choose ONLY one for each question!! Please Fill in The Fields Marked With \*\_ (They are required; you cannot see your instant results without them).

\* First Name \* Last Name

\* Email

\*Address

\* State/ Province \*Zip/ Postal Code

\* Country

\* Phone

#### **A. Desire/motivation/need for wanting your own home business.**

☐ 1. I have high stress in my work and I'm considering an income diversification.

☐ 2. I want to be able to be with my family (children) and be my own boss by working at home.

☐ 3. I am being forced out of my job and need to replace my income.

☐ 4. I am looking for something that will allow me to supplement my current income.

☐ 5. I am looking for something that will give me something to do; a new purpose in life.

#### **B. The Resource of time**

☐ 1. I have 40 or more hours weekly to devote to a business.

☐ 2. I have between 30-40 hours weekly to devote to a business.

☐ 3. I have between 20-30 hours weekly to devote to a business.

☐ 4. I have between 10-20 hours weekly to devote to a business.

☐ 5. I have less than 10 hours weekly to devote to a business.

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## **C. The Resource of money**

- ☒ 1. I have \$200 or more monthly to put into my business.
- ☒ 2. I have \$100 to \$200 monthly to put into my business.
- ☒ 3. I have \$75 to \$100 monthly to put into my business.
- ☒ 4. I have \$50 to \$75 monthly to put into my business.
- ☒ 5. I have less than \$50.00 monthly to put into my business.

## **D. Knowledge and experience**

- ☒ 1. I have knowledge and experience in operating my own business.
- ☒ 2. I have had limited experience in operating my own business.
- ☒ 3. Due to my own readings, I have some knowledge regarding home businesses.
- ☒ 4. I have seen advertisements regarding home businesses and have asked for more information regarding different business ventures, but have not actually tried one yet.
- ☒ 5. I have just begun exploring the possibility of working my own home business.

## **E. Willingness to learn and be trained.**

- 1. I am willing and able to be trained specifically for my chosen home business by others who are also working the same business as well as to attend training seminars or company business conferences (if such are held).
- 2. I am willing to be trained by fellow business associates only, but am unable to attend training seminars or company business conferences.
- 3. I am willing to learn the business and be trained mainly through written materials by business associates, company materials and publications, as well as having questions answered by phone.
- 4. I am willing to learn the business and be trained by company materials only.
- 5. I am willing to learn the business by doing and discovering what to do as I go.

## **F. Goal setting**

- 1. I believe in goal setting and would practice what I believe by writing down my goals and sharing them with others.
- 2. I believe in goal setting and believe in writing my goals down.
- 3. I believe in goal setting and would make notes of what I Want to achieve.
- 4. I believe in goal setting; but based on past experience, I tend not to follow through and set goals.
- 5. I realize goal setting is probably something that is good, but probably won't set goals for fear of not reaching them or for some other reason.

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## **G. Persistence**

1. I consider myself persistent over a long period of time, perhaps to the point that people may consider me a bit stubborn just to prove to others that what I want, I can get.

2. I enjoy a challenge and will persist over a period of time until I get what I want.

3. I understand it takes persistence to build a business over a period of time.

4. I tend to have a desire to accomplish over a period of time; however, I am known to struggle when things don't go exactly the way I hope for.

5. I get discouraged easily and find I very often give up when things don't go the way I planned.

## **H. Choosing a business**

1. I am open-minded about at-home businesses, and would be willing to thoroughly research the company and business before I make a final decision.

2. I pretty much know the type of business I want to pursue, but want to adequately research it before I make a final decision.

3. I basically know what I want to do, but do not fully know how to make the decision that is right for me.

4. I am looking for a business that can produce a large, quick cash-flow no matter what the business might be.

5. I hope the right business will come along and I will latch onto it when it does.

**I. Income-earning home businesses can be of different types. Please check as many different types as you have an interest in:**

1. Referral Marketing

2. Direct Sales (Examples - Pampered Chef - Candlelight - Tupperware, Home Interiors, etc).

3. Demonstration Type Programs (Examples - Stampin-Up, Discovery Toys, etc).

4. Affiliate Programs - (Examples - Amazon.com - Robert Kiyosaki's program - Jim Rohn's program- Brian Tracy's program, Shawn Casey's Program, etc).

5. Automated Marketing Systems - (Automated Marketing Systems are Website based programs that are promoted automatically via capture pages and follow-up emails that are automatically sent out to those who show an interest.)

6. Other (Please indicate)

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## **J. I have/am now participating in the following types of home businesses**

1. Referral Marketing (indicate which one(s) below):

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2. Direct Sales (indicate which one(s) below):

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3. Demonstration Type Programs (indicate which one(s) below):

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4. Affiliate Programs (indicate which one(s) below):

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5. Automated Marketing Systems (indicate which one(s) below):

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6. Other (Please indicate):

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## **K. Describe in your own words why you want a Home-Based Business:**

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## **HOME BUSINESS SUITABILITY SCORE**

### **Congratulations on assessing your own home business suitability!**

#### **How To Select The Business That Is Right For You**

There are certain key factors involved when choosing a home-based business. Choosing the business that is right for you requires knowing what to look for. This guide will help you through that process.

Please understand that your "suitability score," as determined by HBQ, is based on your own input and is accurate only to the degree in which you accurately respond to the provided statements. Additionally, this is where you are NOW, Lon , NOT where you could be a week from now or a month from now, etc.

Because you took this QUIZ, you are in for a treat because HBQ will guide you, not only in terms of your "suitability" for having a home business, but also as follows:

1. YOUR SUITABILITY for a home business
2. HOW to EVALUATE a home business
3. Tax Benefits of a home business
4. Selection of the 'right' home business

These are all essential steps to go through to arrive at the best possible decision FOR YOU, so you can avoid unnecessary cost and regret later. Please read below as I move you through these steps.

### **SUITABILITY**

You can score up to 50 points on this instrument. Under each of the factors, the first answer is considered the optimum response and is worth 5 points. The second statement under each quality or factor is worth 4 points, with each succeeding statement being worth one point less.

One of the nine factors or qualities is "self assessment"—being willing and able to look at yourself to determine where you are in terms of what might be considered optimum. Because you were willing to assess yourself and be open to learning more about yourself, HBQ has given you 10 points toward your total SUITABILITY score. Remember excellence is available to all who are willing to make the commitment - those committed to mediocrity occupy a subservient role.

Here are the ratings based on a scoring scale of 0-50 points:

45-50 points - 90% suitability factor

40-44 points 80% suitability factor

35-39 points 70% suitability factor

30-34 points 60% suitability factor

25-29 points 50% suitability factor

Less than 25 points - less than 50% suitability factor.

#### **Explanation Of Success**

Webster's Dictionary defines "success" as "(1) The extent of succeeding \_ \_ .



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a favorable result; (2) the gaining of wealth, fame, etc.; (3) a successful person or thing.” Based on that definition, success is in the eyes of the beholder . . . be it you or someone else. You determine what success is to you. Even Webster links success and the accumulation of wealth to success, but “wealth” means “an abundance of something;” nor is wealth defined specifically as any one thing. Wealth, therefore, could be an abundance of kindness or an abundance of love or an abundance of satisfaction or even an abundance of money. So, again, you determine what success is based on your own definition of success and what you perceive as being successful.

With regard to this specific instrument, the success factor is thought of in terms of financial gain; in other Words, making more money than you spend, which we call profits. This instrument considers success to be based on profits. It is understood that one could consider ‘himself or herself successful in other ways not related to profits, and it is understood that profits don’t guarantee what may be considered as successful qualities such as happiness, morality, values and other personal qualities.

## **An Explanation Of The Suitability Qualities And Factors**

I can’t say there is any one quality or factor that is more important in determining one’s suitability and success. In fact, it is a combination of all qualities and factors that tend to determine successful entrepreneurship; however, there is one factor that could be out of your control; thus, it could be labeled as an overriding factor. More about that below. The ratings are such that the more of all the higher-rated statement qualities or factors you possess, the better chance of success you will have, and it makes sense that if you score really low in any one of the qualities and factors, it will have a major effect in the overall outcome of this assessment instrument. However, each person can be in control of certain factors, thus possessing the ability to increase or decrease one’s own chance of success.

## **Desire/Motivation/Need for Wanting Your Own Home Business**

One of the most powerful motivators is unhappiness with one’s own situation. This is especially true of people who have a great amount of stress in their job or maybe even hate their job and want to get out of the job rat race. A close second is the desire to want to stay home and work a business, be it for family reasons or personal reasons or maybe just to be one’s own boss. After that, being forced out of a job or wanting to supplement the family income becomes important; and then the desire to supplement current income; and finally, just a desire to do something else in life. Motivation is the high-octane fuel that drives you to maximum achievement.

## **The Resource Of Time**

Obviously, the more time a person has to put into his/her business, the better chance for success that person has. This is especially true when launching the business. A business requires more time in the beginning than after it is established, but without having necessary time to devote to our business, you are diminishing your

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chances for success. Building a successful business is just like having a full time job—especially at the beginning.

## **The Resource Of Money**

You've heard the phrase: "It takes money to make money." Any legitimate business requires capital to get it formed. It just so happens that many home businesses make it possible to begin for a very reasonable sum of money, but it's more than that. You must be willing and able to put a certain amount of money into your business until it is operating on a profit-only basis on its own. If you have less than \$50.00 monthly to put into your business, I see that as a hobby venture rather than a business venture. Depending on the chosen business, at least \$200.00 monthly would be reasonable, but much depends on the chosen business and the requirements for that business.

## **Knowledge And Experience**

There is no substitute for previous experience and knowledge, but not having it doesn't eliminate you from building a successful business. It's a factor for speed of business growth as much as anything. If one can cut the learning curve down, then the profit curve has a better chance to increase sooner after you begin your business.

## **Willingness To Learn And To Be Trained**

Even with experience, one has to have a willingness to learn and to be trained specifically for the business.- One must be open-minded and must know where and who to go to for adequate training. Learning as you go is not the road to riches.

## **Goal Setting**

Believing in goal setting and doing it is what it is all about, but just as importantly is your writing your goals down and sharing them with others. Failure to have goals and strategies to reach those goals is the same thing as turning your business into a hobby. If you don't know where you're going, how will you know when you get there?

## **Persistence**

Overcoming the low times and meeting challenges head on is what creates long-term business growth.

If you give up easily or jump from one business to another, you can eliminate long-term business growth and a retirement business income from your future. Failure is temporary; defeat is permanent.

## **Choosing A Business**

If I could label one factor as more important than any of the others, it would be this one. With all the other factors, you have some control, but once you choose your business and the company you are going to go with, you, in a sense, lose control. This is why you must choose the type home business for yourself as well as the right specific business for you; a business/company you can feel good about, a business/company that you can feel certain won't go out of business. You need to know that

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80% of all start-up companies go out of-business within 2 years and of those that survive, only 20% make it to 5 years.

The idea of a successful business is to build for your future as well as for your present. Although start-up companies may look appealing for different reasons, know that 80% of them will be gone in two years.

That is why thoroughly researching the company is a must. If you hope the right business will come along and you hope to latch onto it as it slides by, then you are not planning out your business future.

## **Self Assessment**

It is beneficial to have a willingness to look at oneself to see if the suitability factors and qualities are present - or could be present - to be successful at building a home business. Additionally, it is good to reassess oneself on a regular basis to see if any changes have taken place with regard to one's own qualities and factors. Belief in yourself far outweighs the doubts of others.

## **Timing - Is It Right For You Now?**

If your score was lower than what you expected, you need to give yourself a reasonable chance for success; that doesn't mean you should not pursue a home based business. What it means is that you have certain things to work on to increase your chance suitability factor and your possible success rate. You really have a couple of choices at this point:

1. Begin working on the factors now so that when you choose your home business, you will have stacked the cards in your favor before you even begin your business;

2. Choose your business (correctly) and work on your qualities and factors as you work on your business. If you know what you must do in terms of your qualities and factors and you are working on them as you are working on your business, then it is possible to do both at the same time. Know, however, that building your business may take longer due to your also working on some basic factors as you go. In other words, you choose your business and establish your foundation, surrounding yourself with those factors that will increase your chance for business success.

## **CRITICAL 4-STEP SEQUENCE**

After finding if you are CUT OUT for a Home Business (Step 1) - and let's say you are - there are still two very important steps you need to go through before deciding on Step 4 (the SELECTION of the 'right' Home Business). Briefly, these are...

Step 1 - SUITABILITY for a home business - (just completed)

Step 2 - EVALUATION of a home business

Step 3 - TAX Benefits of a home business

Step 4 - SELECTION of the "right" home business

These are all essential steps to go through to arrive at the best possible decision, and to avoid unnecessary cost and regret later. Please watch for my series of e-letters to follow; they will help guide you through them.

*Never  
give  
up*

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